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PAUL J. HOWARD'S

HORTICULTURAL

ESTABLISHMENT

1933-34

Narcissus
Flame

★ OCT 1933 ★
U. S. Department of Agriculture



"Flowerland" Bulbs



A Rare New Flower for your Garden

ANTHOLYZA HYBRID

The color-reproduction gives an idea of the effectiveness of this rare flower when used for floral decorations. It is one of the finest novelties we have ever offered. Wherever we have displayed it in the flower shows, its arresting beauty has stopped all visitors, and many are awaiting this first offering to procure their bulbs. Not the least of its many values is its early flowering, coming into bloom in mid-winter, months earlier than the Watsonias, to which it is closely related. Early plantings, September and October, will usually begin flowering by Christmas.

Note how gracefully the flowers arrange themselves in a vase. The curving stems with which many of the spikes come are a delight to anyone who arranges artistic floral decorations.

Since not all of the bulbs in the same bed will bloom at one time, the flowering season is extended for several months, and for this reason those who have room for a good sized planting should put out several hundred bulbs; it will be an investment that will repay you many times over.

Their culture is simple, the same as for the Gladiolus or Watsonia—but be sure to plant them early, not later than November.

SPECIAL INTRODUCTORY PRICE

\$2.00 per dozen, \$15.00 per 100

PAUL J. HOWARD'S HORTICULTURAL ESTABLISHMENT

250 South La Brea Avenue
LOS ANGELES, CALIF.



**“FLOWERLAND”
Brings a New Deal
for Your Home and
Garden**



In August, with a personnel and salaries far above the average for its industry, cooperating with President Roosevelt's National Recovery Act, Paul J. Howard's reduced the working hours of all office, sales, and service employees from fifty-four to forty hours per week, **with no reduction in weekly salary**, and added more men to maintain the high standard of service to customers. Believing that the shorter working hours and increased employment would result in an even greater efficiency this firm has since endeavored to maintain its reasonable prices upon merchandise and has not raised prices on anything excepting a few lines which are governed by wholesale prices beyond our control. On the contrary, every effort has been bent upon producing superior seeds, plants and bulbs—the quality of which Paul J. Howard's has maintained the highest throughout the times when emphasis has been upon price before quality. In the last two months Paul J. Howard's have made increased efforts to improve their establishment—have thoroughly renewed all of their merchandise, discarding every plant or article that is not of the best, so that you will always find here what we believe is the cleanest, most thrifty stock of plants and trees you have ever seen.

Paul J. Howard's new bulbs which are now ready for planting are the finest ever—large, plump, bursting with flowers to bloom in your gardens—and best of all, advance growing

contracts make it possible to offer them to you at prices which are in nearly all instances, as low as last year's lowest.

In addition, several new features have been added to "Flowerland". As you approach the nursery you will be impressed by the beautiful fountains, illuminated at night with colored lights, placed in a setting of attractively laid out display beds. These beds will be kept as a permanent exhibition planned to demonstrate the manner in which fine flowers may be had in your own garden, adaptable to homes with small space or to large estates. Also, fascinating rockeries have been built—displaying hundreds of varieties of interesting subjects all in the small space of ten by twenty feet—adaptable to the most modest garden, yet desirable in the most luxurious.

The new Exotic Circle at "Flowerland" is a unique little conservatory full of rare plant treasures from all over the world, for which new things are constantly being sought. Many of them are little known and even untried in California, and yet have such desirable qualities or striking beauty that a new pleasure awaits those with gardens in Southern California in experimenting with new plants. This collection includes rare fruits and nut trees, flowering shrubs, trees, plants, and subjects with unusual qualities of form or foliage. The greater variety from which to choose, the superior character of plants, seeds, bulbs, pottery or garden supplies, all

at most reasonable prices and the higher standard of service, have always been **reasons why customers have found it most economical to obtain all of their garden needs at "Flowerland"**. They also know that they may rely upon the advice and assistance of our experienced Horticulturists, and that they are always welcome to visit "Flowerland", walking through the clean walks at these La Brea gardens to see the many interesting things here and to obtain new ideas for their own gardens.

Now that everyone is again seeking the better things that will give them the most for the money they are spending, hundreds of new customers will turn to "Flowerland" when they think of their gardens—they too will find that here they are assured of the best, and that their expenditures of money and effort will result in a saving and that their gardens and homes will be made more beautiful with the finer plants and flowers they will have. For these reasons **prices at Paul J. Howard's will always be moderate, and will not be raised** more than changing conditions may require.

This is the New Deal at "Flowerland" for those who love gardening and enjoy the benefits and pleasure of maintaining lovely gardens and attractive homes.

PAUL J. HOWARD'S
Horticultural Establishment
250 So. La Brea Ave., Los Angeles



We spare no effort to produce the most excellent strain of these marvellously beautiful flowers possible, and we know of none that can compare with them in brilliance and range of colors, size and form of bloom, and in vigor of growth. The flowers are huge, double and semi-double, and this strain contains all of the most beautiful colors of rose, red, yellow, orange, scarlet, cream, white, etc.

A bed of these Ranunculus is a gorgeous sight, and will furnish an abundance of flowers for table decoration.

Anemone and Ranunculus bulbs sent postpaid.

Paul J. Howard's Flowerland Ranunculus

Mammoth Bulbs: 75c per dozen, \$5.00 per 100.

Fine Large Bulbs: 35c per dozen, \$2.50 per 100

Flowerland Golden Strain. A special selection of large, double types in beautifully blended shades of gold and yellow.
Select bulbs: 75c per dozen, \$5.00 per 100

Flowerland Red Shades. A selection of the most brilliant colors, containing mostly shades of rich orange-scarlet and crimson.
Select bulbs: 75c per dozen, \$5.00 per 100

Paul J. Howard's French Anemones

If you have seen the field in which Paul J. Howard's fine Anemone and Ranunculus bulbs are grown, you will realize how far superior are these "Flowerland" Strains. Starting from carefully selected seed from the best types of flowers, the plants are grown to flower in the fields, where only the best ones are saved, both for bulbs and seed. All that are even slightly inferior in size, color or form are immediately discarded. Thus our strain is constantly being improved; each year's harvest is better than the last.

Anemones resemble large brightly colored poppies in a great variety of dazzling shades of red, rose, blue, purple and white, with black stamens in the center.

They are most showy planted about four to six inches apart, in beds or groups to give a massed effect.

Mammoth Bulbs: 75c per dozen, \$5.00 per 100

Fine Large Bulbs: 35c per dozen, \$2.50 per 100

Double Chrysanthemum-flowered Anemones. An unusual and beautiful type.

Mammoth bulbs: 75c per dozen, \$5.00 per 100

His Excellency. A striking cut-flower variety with large bright poppy-scarlet flowers, with jet black centers, on very tall stems. Wonderfully showy.

Extra sized bulbs, 75c per dozen, \$5.00 per 100

Blue Poppy. A handsome cut-flower variety; a splendid companion flower to His Excellency. The color is rich violet blue, with black center. Flowers large on long stems.

Extra large bulbs, 75c per dozen

\$5.00 per 100

Like Anemones, Ranunculus should not be planted more than five or six inches apart, as they succeed best in mass plantings. (The extra large sized bulbs can be planted farther apart). They require a sunny location, good drainage, and very little fertilizer. After planting, a good mulch of ground tobacco stems is very beneficial.

Paul J. Howard's FRAGRANT FREESIAS

Our larger bulbs will produce longer, stronger stems and more flowers.

The newer colored freesias are really gorgeous either in beds or as cut flowers and should be freely planted in all gardens. All the freesias are very easily grown, and take very little room, adapting themselves to any part of the garden. The bulbs should be planted quite close together (about three inches apart).

Freesias are very charming subjects to plant in the rock garden, their dainty bell shaped flowers on slender stems making a beautiful appearance.

Improved Purity. A large and beautiful pure white variety. Very fragrant.

Extra large bulbs: 35c per dozen, \$2.00 per 100

Dorothy Sheepers. Large flowers of beautiful rose-pink.

Olivette. Bright bronzy red, with deep yellow throat.

Robt. Craig. Lovely lilac-rose.

Golden Daffodil. The most beautiful of all clear golden yellow freesias, its large size and beautiful color suggesting its name.

Mary Louise Fischer. A most gorgeous variety with deep violet-blue flowers. An improvement upon the older variety "Splendens".

Paul J. Howard's Special Mixture. A superior mixture including only the very best colored freesias in great variety. No white freesias are included in this mixture.

Price of the above six varieties, extra large bulbs;
50c per dozen, \$3.50 per 100

Mrs. Marc Peters. Beautiful large flowers of clear salmon-rose color.

Sunset. An entirely new color in Freesias, brilliant flame-orange, a true California sunset color. One of the most attractive things in our field.

Price of the above two rare varieties

85c per dozen, \$6.50 per 100

OXALIS

Flowering very early, from November till Spring, these charming flowers are valuable for growing in pots, or for planting out in beds, borders and rock gardens.

Grand Duchess. Lavender, pink and white.

Bermuda Buttercup. Deep yellow.

Hirta. Deep pink, fine for hanging baskets.

50c per dozen, \$3.50 per 100

A Rare South African Flower ARISTEA CAPITATA

The charm of any garden is doubly enhanced by the addition of unusual and striking flowering subjects. This one has lovely bright blue flowers in long panicles on tall graceful stems three to five feet high. The plant, belonging to the Iris family, is easily grown and forms good sized clumps. You will find many spots for this flower and they are delightful for cut-flower decoration.

Blooming size clumps, 50c each

The Guernsey Lily NERINE SARNIENSIS

Another unusual bulb—of the Amaryllis group, having the same habit of growth; the foliage disappears in summer, beautiful bright red flowers appearing in the fall before the new leaves start. The flowers, borne in umbels of ten to twelve, have narrow petals, crisped and fluted, and are extremely showy. The bulb requires the same treatment as Amaryllis belladonna. A fine subject for garden or pot-culture.

Large blooming size bulbs or plants—

50c each, \$5.00 per dozen

WATSONIAS

You will enjoy these gladiolus-like flowers, blooming as they do in the early spring, and lasting in bloom for a long period. They grow from three to five feet high, with foliage like the gladiolus. The graceful flowers are on slender, often branching stems and are splendid for cutting as they last so well. The new colored hybrid Watsonias are most delicately beautiful in color and form.

Clementina. Clear bright pink.

J. J. Dean. Rich rose, with violet tints in the throat.

Diana. Rich orchid color.

Fanny Lyons. Apricot buff flowers on tall graceful stems.

Marion Welsh. Orange vermilion, with long pointed petals.

Price of any of the above new hybrids

15c each, \$1.50 per dozen, \$10.00 per 100

Mixed Hybrids. A splendid mixture of hybrids in a wide variety of new colors.

85c per dozen, \$6.00 per 100

Watsonia o'brieni. Clear, glistening white, one of the purest white flowers grown. Beautiful for mixing with other flowers, and makes a fine background in the perennial garden. The flowers are very appropriate for Easter decorations.

Price 50c per dozen, \$3.50 per 100

BABY GLADIOLUS

The Baby Gladioli are entirely distinct from the large flowered types, blooming much earlier, and the slender spikes of blossoms are very graceful, making them very useful for decorative purposes. They should be planted in a fairly sunny position, in well prepared soil, covering the bulbs to a depth of one inch.

Appolyn. Bright salmon, with dark blotch.

Ackermani. Rich orange scarlet.

Blushing Bride. Bluish white, lower petals blotched with pink.

Fiery Knight. Brilliant red.

Peachblossom. Beautiful clear rose-pink.

Queen Wilhelmina. Lavender.

The Bride. Clear pure white.

Select bulbs, 75c per dozen

\$5.00 per 100

NEW FLOWERLAND HYBRID MINIATURE GLADIOLUS

This is a distinct new race of gladiolus, the result of a cross between the Baby "Glads" and one of the larger types. They produce wonderful long sprays of graceful flowers in a wide array of attractive new colors including shades of pink, salmon, rose, red, purple, and lavender. The illustration gives an accurate portrayal of some of the colors. Their long slender stems, and the graceful arrangement of the flowers make them most excellent for cutting; especially beautiful in basket work.

Selected colors in the following shades: Scarlet, Rose, Light Pink, Lavender, Ashes of Roses, Orange, Salmon, Crimson, Orchid, White flaked with crimson.

Select bulbs: 75c per dozen, \$5.00 per 100. Postpaid

SPARAXIS

The flowers are similar to the Ixia, a little larger, funnel shaped and borne in spikes on slender stems. They have a widely varied range of color, the center of the flowers showing a contrasting color to the petals.

Mixed colors—50c per dozen, \$3.50 per 100

Paul J. Howard's SPANISH IRIS (Dutch Iris)

Now that the bulbs of these lovely Iris, among the prettiest of all spring flowers, can be obtained at much lower prices, you will want to plant a quantity of them in your gardens. For cutting and garden-decoration they are orchid-like in beauty.

Unlike the German Iris, the Spanish and Dutch Iris are grown from bulbs. They are easily raised in full sun or partial shade.

Paul J. Howard's extra large bulbs are the size preferred by commercial growers of cut flowers because they produce superior blossoms. You will find them decidedly better in your own garden.

Our list includes only the Dutch type which make larger bulbs, bloom earlier, and have larger flowers of better form.

Two Wonderful Novelties Rare in Color

Golden Bronze. Standards dark violet edged bronze; falls very beautiful golden bronze.

Indian Chief. Standards bronzy violet, falls rich bronze.

Price of the above two novelties, extra large bulbs
\$1.00 per dozen, \$7.50 per 100

Adrian Backer. A beautiful large flower of uniform rich lilac color.

Imperator. Rich deep blue; the most popular late flowering blue iris.

Wedgewood. The Dutch Iris supreme. The flowers are extremely large, beautiful Wedgewood blue. Very early blooming.

White Excelsior. The best of the whites; pure snowy white, large.

Yellow Queen. Clear golden yellow, a marvellous flower.

Price of the above five varieties, extra large bulbs

85c per dozen, \$6.00 per 100

Paul J. Howard's Special Mixture of SPANISH IRIS

Large Bulbs: 60c per dozen, \$1.00 per 100

Spanish Iris mailed postpaid

CROCUS

Crocuses should be planted close together in groups in the rock garden, or perennial border, or at the edge of the lawn where their short-stemmed cup shaped blooms are effective.

Baron von Brunow. Deep purple.

King of the Whites. Pure white.

Sir Walter Scott. White, striped lavender.

Yellow Mammoth. Extra large, yellow.

50c per dozen, \$3.50 per 100

Ixias and Spanish Iris in Combination
with Roses

IXIA

These charming flowers from the Cape of Good Hope are deservedly becoming very popular in the garden, and for cut flowers. They are admirably adapted to basket work, and also are fine for planting in the rockery.

The brilliantly colored, star-shaped flowers are borne in spikes on long, slender, wiry stems. They are easily grown, and should be freely planted.

Separate colors—Red, Orange, Yellow, Brown, Pink and Lavender.

65c per dozen, \$4.50 per 100

Mixed colors—50c per dozen, \$3.50 per 100
Postpaid

SPRING SNOWFLAKES

(*Leucojum vernum*)

These dainty little snowflakes bloom very early making a fine display of dainty pendant flowers, which are white, tipped with green. They should be planted in masses or clumps, and are wonderful in the rock garden where they can be left alone to bloom year after year. The flowers are also desirable for cutting.

75c per dozen, \$5.00 per 100

TRITONIA

Flame Freesia. The Tritonia bears beautiful wide open flowers on long stems in the manner of a Freesia. They are most showy in the garden, blooming for a long period of time, and they make excellent cut flowers. We now offer—in addition to the brilliant salmon-orange variety, Salmon King—two new hybrid strains which are most striking and distinct.

Prince of Orange. A new introduction, brilliant fiery orange in color.

New Hybrids. Tritonias in various pretty shades of orange, salmon, yellow and cream.

Price of the above novelties—75c per dozen, \$5.00 per 100.

Salmon King.

Extra large select bulbs.

50c per dozen, \$3.50 per 100

Bulbs for Late Spring and Summer Flowering

AGAPANTHUS

Lily of the Nile. A most desirable plant for garden planting. Its clusters of bright blue flowers are borne almost continuously through the summer months.

Alba. Identical with the blue variety, except the flowers are pure white.

Large plants, 35c each, \$3.50 per dozen

ALSTROEMERIA

(Lily of the Incas)

Alstroemeria aurantiaca. Sometimes called the Peruvian Lily. There is almost no flower which excels this for house decoration, as the flowers last in good condition for over a week. The lily-like flowers in umbels are borne on slender but rigid stems from two to three feet high. They are apricot orange, striped with mahogany. Plant them in a shady or semi-shady bed in well drained soil where they may become established and bloom year after year.

Price 20c each, \$2.00 per dozen, \$15.00 per 100

AMARYLLIS

Amaryllis belladonna. The beautiful clear pink amaryllis. The large clusters of fragrant flowers are borne on round flower stalks about two feet high, after the foliage has died down in the summer. After once established they should not be disturbed.

Huge bulbs, 20c each, \$2.00 per dozen

Amaryllis vittati hybrids. This selection of giant bloomers in wonderfully varied and brilliant coloring has been produced by expert growers, and is a selection of the best types and colors from thousands of seedlings produced from hand hybridized flowers. They range in color from pure white ground with rose markings, to red, orange-scarlet, crimson, maroon and endless intermediate shades. The flowers are enormous, often measuring nine to ten inches in diameter with five to six flowers on an individual stem.

This amaryllis is evergreen, and should be planted in a sunny or partially shaded place. The bulb should be planted so that the nose of the bulb is just even with the surface of the ground. They may be grown in pots very satisfactorily, making a beautiful plant for patio or porch decoration when in bloom.

Price 75c each, \$7.50 per dozen

Smaller bulbs 50c each, \$5.00 per dozen

Bulbs ready November 15th

Do not fail to order a dozen or so of them

CALADIUM

(Elephant's Ear)

Caladium esculentum. One of the most effective foliage plants for the garden. The mammoth leaves are extremely decorative. Excellent for planting in a semi-shaded location where plenty of moisture is assured.

25c each, \$2.50 per dozen

Fancy-leaved Caladiums. For indoor pot plants and conservatories these are striking subjects, with their vari-colored leaves. They are veined and marked with many shades of rose, red, silver, gold and green.

Price 50c each, \$5.00 per dozen

CLIVIA

Clivia miniata. Another rather rare bulbous plant from South Africa, but becoming very much in demand for its beautiful orange colored amaryllis-like flowers. The foliage is deep green and evergreen, and the flowers are produced in clusters on stems two feet high. They may be flowered in beds or in pots.

Large, flowering-size plants in pots, \$2.00 each

CALLAS

The Callas are now used with very smart effect in interior decorations, fitting in as few other flowers will with modern furnishings and decorations.

White Calla. Very hardy, excellent for planting in beds and borders on the shady side of the building.

Large bulbs, 15c each, \$1.50 per dozen, \$10.00 per 100

Extra sized bulbs, 25c each, \$2.50 per dozen

Godfrey Calla. A dwarfier growing, freer flowering variety of the white Calla. The flowers of the Godfrey Calla are particularly suited to cut-flower decorations.

25c each, \$2.50 per dozen

Yellow Calla. These are well worthy of a place in every flower lover's garden. The leaves are bright green with silver markings, while the flowers are of the clearest butter-yellow. The larger bulbs will produce larger plants and more flowers. Small bulbs produce disappointing results.

Extra sized bulbs, 20c each, \$2.00 per dozen

Mammoth bulbs, 45c each, \$4.50 per dozen

Pink Calla. A novelty of great charm. The plant and flowers are dwarf in size. It makes a beautiful cut flower or pot plant. Deep rose in color.

Price 60c each

HEMEROCALLIS

(Day Lilies)

The Day-lilies are easily grown perennials and form large clumps of grass-like leaves from which are borne lily-like flowers on long stems. They require plenty of moisture and are splendid to plant around pools. Flowers may be had from April to July by planting some of all kinds.

Hemerocallis flava. The Lemon-lily. Bright lemon yellow.

Hemerocallis fulva. The Tawny Day-lily. Burnt orange.

Hemerocallis Kwanso. A double flowering form of the Tawny Day Lily. Very showy.

Hemerocallis middendorffi. Very early. Rather dwarf, bright golden yellow.

Hemerocallis thunbergi. The latest to bloom. Rich buttercup yellow.

Price—Divisions 15c each, \$1.50 per dozen

Large clumps 35c each, \$3.50 per dozen

MONTBRETIA

New Hybrids

These new Montbretias are a vast improvement on the older types. The blossoms are very large, 3 and often 4 inches in diameter, with broad overlapping petals, and are gracefully arranged in branching spikes on tall slender stems. They are perfectly gorgeous as cut flowers. They form splendid clumps in the garden and are very effective, blooming during the summer months. Their culture is practically the same as the gladiolus.

New Hybrids Mixed. A new group of these large flowered hybrids, with a color range from clear light yellow to very deep crimson.

\$1.00 per dozen, \$7.50 per 100

2½ % Sales Tax must be added to all orders to be delivered in California. To avoid delay, add the correct amount to your remittance.

PANCRACTIUM

(Peruvian Daffodil—Spider-Lily)

A tropical bulbous plant which succeeds admirably in Southern California gardens. The flowers in shape somewhat resemble a huge Daffodil. They are pure white, with greenish markings in the throat. The edges of the blossoms are fringed, giving a very charming appearance. They are very fragrant, and make lovely cut flowers.

Price 15c each, \$1.50 per dozen

SCILLA

Peruvian Hyacinth

Scilla clusi. A rather rare bulbous plant bearing a large spike of magnificent deep blue flowers like an enormous Hyacinth bloom. The foliage is similar to that of the Agapanthus.

35c each, \$3.50 per dozen

STAR OF BETHLEHEM

(Ornithogalum arabicum)

Called "Chinkerichee" in South Africa where it is extensively grown for cutting. The bulb throws up spikes about 18 to 24 inches high, with clusters of large star shaped blossoms of pure glistening white, with a shiny black center. These blossoms have wonderful keeping qualities making them very desirable for cutting. Very easily grown and once planted can be left in the ground for many years.

Large Bulbs 60c per dozen, \$4.00 per 100

TUBEROSES

The most exquisitely fragrant waxy white flowers are borne in spikes on long stems making them ideal for cutting. They are lovely planted with other flowers or in fern beds, growing either in the sun or shade.

The Pearl. The best of all tuberoses—produces exceptional flower spikes. The individual flowers are very double, reminding one of a gardenia.

Price 75c per dozen, \$5.00 per 100

Mexican Everblooming. Fine spikes of single flowers.

Price 50c per dozen, \$3.50 per 100

VALLOTA PURPUREA

(Scarborough Lily)

An unusually beautiful plant somewhat resembling an amaryllis or the clivia. The flowers are very showy, bright orange-scarlet in clusters like an amaryllis, but smaller. They prefer to be planted in a sunny place and left undisturbed.

Bulbs 50c each, \$5.00 per dozen

NEW FLOWERLAND HYBRID

TRITOMA

Midget Flowering

This is an entirely distinct new poker-plant, with exceedingly attractive flowers, in many new colors. The flower-stems are slender and graceful, making them especially desirable for cutting. They bloom continuously from spring to late summer and fall, making a lasting display in the garden. Plant them in sunny positions, in the perennial bed, rockery or along walks and terraces.

We can supply them in mixed colors only.

Price, large divisions, blooming size
25c each, \$2.50 per dozen

TIGRIDIA

(Mexican Tiger-flower)

Tigridia pavonia. One of the most charming flowers imaginable. They are large, three petalled, and the colors are most striking, orange, yellow, rose or white, wonderfully spotted and marked. While each blossom lasts but a day, the clump will be continuously in bloom for a long time. Plant them in a warm sunny position, about four inches apart and leave undisturbed until they become too crowded. Planted thus in beds and borders results in brilliant display of color. They are very hardy and flourish in the open garden if given an abundance of moisture, especially when in bloom.

Price 20c each, \$1.50 per dozen, \$10.00 per 100

Bulbs ready in December

CHINESE SACRED LILY

This is the most popular bulb for growing in a dish or bowl of water. The bulbs should be placed on some coarse sand or pebbles in the bottom of a dish, and enough water should be added from time to time so that just the bottoms of the bulbs are kept covered. The dish should be kept in a cool and rather dark place for two or three weeks. As soon as the tops and roots are well started the dish can be brought to light and living room temperature, where they should come into bloom, brightening the room with their cheerful color and fragrance.

Price 20c each, \$2.00 per dozen



Chinese Sacred Lily



King Alfred Daffodils as They are Grown in the Field

Flowerland Narcissus

The Narcissus family embraces a wide range of forms, and their delicate shades of yellow, orange merging to orange-scarlet, combined in beds and borders make the best floral effect possible. Their uses are numerous and in every home and garden there is some place where they should be used. We know of nothing more charming than a large bed planted with various forms. Daffodils, single and double, cluster Narcissus in various colors, and Jonquils with their sweet fragrance; or a border composed of some of the more striking varieties. Everyone delights in these lovely flowers of the spring, their freshness, gay spirit, and bright coloring.

Another feature of these dainty flowers is their lasting quality. They naturalize wonderfully well and each succeeding spring they bring lasting joy with them.

We wish to call attention to our remarkable collection of fine varieties of Narcissus, including many novelties. They should be freely planted in beds and borders and the charm which they add to the rock garden is beyond compare. Especially do the short cup or crown varieties lend themselves to this treatment and bloom freely each succeeding spring.

LEEDSI TYPE

An unsurpassed class for the garden; and for flowers which are white or pale citron are among the finest for table decoration.

Crystal Queen. Flowers $3\frac{1}{2}$ to 4 inches across with snow-white petals and pale primrose cup passing to clear paper white afterwards. The delicately beautiful flowers are held facing slightly upward on fine long stems. We consider this a finer daffodil than the older variety, Lord Kitchener, and offer it this year at a much lowered price.

10c each, \$1.00 per dozen, \$7.50 per 100

Her Grace. One of the most daintily beautiful of all daffodils. The cream colored crown with lacey, ruffled edge, appearing exquisitely carved of ivory, rests against the beautiful snow-white petals of the perianth. A strong grower with fine stems and foliage. A bowl of these lovely flowers on the table is a thing of utmost beauty.

25c each, \$2.50 per dozen, \$18.00 per 100

By planting Paul J. Howard's huge, double-nosed mother bulbs you will have in your garden the finest of Daffodils; they produce—three, four and five flowers to each bulb—more and better flowers at less cost.



Tresserve—Mammoth Blossoms,
Four to Six Inches Across

LARGE TRUMPET DAFFODILS

Note that we have omitted several well known old varieties like Emperor and Empress which, although fine in their day, are far inferior to the newer ones. At the lower prices at which we offer these fine daffodils, there is now no reason for planting anything but the best.

Likewise in each class of Narcissus, we have chosen just the varieties we consider the best of its type for your garden.

A Lovely All-White Daffodil

LA VESTALE

All the daintiness and grace of form and delicate fragrance of the Daffodil family are exemplified in this enchanting flower. The petals, of informal design, are pure ivory; the large trumpet is delicate cream. You will be delighted with this charming flower.

30c each, \$2.75 per dozen, \$20.00 per 100



The Beautiful All-White Daffodil
La Vestale

THE GOLDEN TRIO

Three wonderful golden yellow, large trumpet daffodils,—the three which in our opinion top the list of all varieties for Southern California planting.

Plant all three for a long succession of bloom.

Our mammoth bulbs of these varieties often produce 5 to 6 big flowers on each bulb, results which cannot be had with smaller bulbs.

Olympia. A supremely beautiful daffodil, one of the largest of all. Very free flowering, rich deep yellow in color. Flowering later than King Alfred, and earlier than Tresserve.

Huge bulbs: 20c each, \$1.75 per dozen, \$12.00 per 100

Tresserve. A marvellously showy, immense flower of graceful formation. Flowers late. Bright golden yellow

petals. The beautifully fluted trumpet slightly deeper in color.

Huge bulbs: 20c each, \$1.50 per dozen, \$10.00 per 100

King Alfred. The most popular of the giant trumpet class. Early flowering, bearing immense clear yellow blossoms, the trumpet beautifully frilled.

Mammoth bulbs: 20c each, \$1.75 per dozen, \$12.00 per 100

SPECIAL "GOLDEN TRIO" OFFER

A lovely floral display for a long season

36 mammoth bulbs (12 King Alfred } \$4.50 Postpaid
12 Olympia, 12 Tresserve)

BI-COLOR DAFFODILS

Spring Glory. Very showy and early flowering clean white petals; long chrome yellow trumpet with prettily reflexed brim.

20c each, \$1.75 per dozen, \$12.00 per 100

Van Waveren's Giant. One of the largest of all Daffodils. Pale primrose perianth and bright yellow frilled trumpet.

25c each, \$2.00 per dozen, \$16.00 per 100

DOUBLE DAFFODILS

The Double Daffodils are entirely distinct, with rose-like flowers, and are highly decorative.

TWINK. Here is a lovely new double daffodil that overcomes any objections one might have to double flowers. It has a new grace and charm not found in any other flower. It is of the semi-full, double type, the artistically arranged petals alternating pale primrose and bright orange, give it a most attractive appearance and make it most adaptable to all decorative work. Twink has been greatly admired wherever it has been shown, but until now has been too scarce to be available for garden use.

50c each, \$5.00 per dozen

Albus plenus odoratus. The Double White Poeticus; snowy white gardenia-like blooms, sweetly scented. One of its valuable characteristics, in addition to its desirability as a cut-flower, is its lateness of blooming, the flowers appearing after nearly all other varieties have passed, extending the daffodil season into late spring.

10c each, \$1.00 per dozen, \$7.50 per 100

Primrose Phoenix. Very handsome large double rose-shaped flowers of clear primrose yellow. Long stems.

15c each, \$1.50 per dozen, \$10.00 per 100

Paul J. Howard's SUPERB MIXTURE OF LONG TRUMPET DAFFODILS

Including nothing but good varieties of the giant Daffodils, this mixture offers supreme value for large beds and for naturalizing. A superior mixture of large bulbs that is sure to please.

85c per dozen, \$6.50 per 100



February Gold, Charming Little Golden-Flowered Daffodil

TWO RARE LITTLE DAFFODILS

Moonshine. One cannot imagine the beauty of these little star-shaped creamy-white blossoms, often 3 to a stem, drooping gracefully and with petals slightly curved backward. One of the prettiest table bouquets we have ever seen was composed of these daffodils in a small white vase, with maidenhair fern and pansies.

A lovely flower for the rock garden or for naturalizing in partial shade.

February Gold. A cyclamen-flowered Daffodil. An elegant little flower, with rich yellow trumpet, stained orange. The golden yellow petals turn back like a cyclamen, giving a graceful effect. Fine also for rockeries.

40c each, \$3.50 per dozen

NARCISSUS SPECIES

and rare little hybrid Daffodils.

Entirely distinct in form and appearance

Under this group are some of the daintiest little flowers imaginable. They are particularly suited to rockery planting and the flowers make charming table bouquets in small vases or bowls.

Bulbocodium conspicuus. Hoop Petticoat. Growing only six inches tall with rush-like foliage and golden yellow flowers about an inch wide, the impression is one of petite daintiness. Planted in the rock garden or in small beds and edgings, in moist, sandy peat soil these little daffodils are most charming.

15c each, \$1.50 per dozen

Cyclamaneus. A beautiful little daffodil from Spain and Portugal, with reflexed petals like a cyclamen, and a long graceful tube. It is the earliest of all daffodils, producing its rich yellow flowers in February and March. It delights in a damp and shady soil in the rock garden, in grass, in shady nooks, and at the water's edge.

25c each, \$2.50 per dozen

Mascotte. Pretty white petals and a frilled yellow cup with a ribbon edge of bright orange-scarlet. Grows eight or more inches high, flowering later than all other varieties. Very rare.

50c each

Queen of Spain. Originally found in Spain, now one of our most prized miniature daffodils for rock gardens, pots, bowls, and naturalizing. Sweet canary yellow nodding trumpets of diminutive size, and reflexed petals on 7 inch stems.

20c each, \$2.00 per dozen

Salmonetta. A very pretty dwarf Leedsii with white petals and salmon tinted cup. A sweet flower of definite character and unusual tinting of color.

20c each, \$2.00 per dozen

MINIATURE TRUMPET DAFFODILS

True trumpet daffodils, like King Alfred, etc., in miniature form. Delightful little flowers for naturalizing in rockeries and for growing in small pots.

Minimus. All yellow tiny trumpets set among tiny petals. The smallest and dwarfest of all, growing three to four inches tall. Requires a sheltered position and peaty soil.

35c each, \$3.50 per dozen

Nanus. A little larger than Minimus, growing 4½ inches tall.

25c each, \$2.50 per dozen

W. P. Milner. A charming free flowering variety with white trumpet and perianth. Eminently satisfactory for rockeries, and exceedingly attractive in bowls. Grows about eleven inches high.

25c each, \$2.50 per dozen

INCOMPARABILIS TYPE

A beautiful class of large chalice-cupped daffodils.

Bernardino. The flowers are very large, with creamy petals and a widely expanded fluted and frilled cup stained deep orange and apricot.

10c each, \$1.00 per dozen, \$7.50 per 100

Whitewell. Petals pure creamy white, bold open crown fluted and frilled, rich orange-yellow. Flowers face slightly upward on long stems.

15c each, \$1.25 per dozen, \$8.00 per 100

POETICUS TYPE

The well known Poet's Narcissus.

Ornatus. White perianth, light yellow cup margined red. An old favorite variety and unsurpassed for garden culture.

10c each, 75c per dozen, \$5.00 per 100

For illustrations of Narcissus Species and Miniature Daffodils, see pages 12 and 13.

Narcissus and Daffodil bulbs should be planted about four to six inches deep depending on whether the soil is heavy or light. The soil should be moist and workable when planting. After planting water thoroughly and mulch with Tobacco stems or German Peat. Then do not water until the leaves appear above the ground. The polyanthus and crown varieties are very suitable for naturalizing and they may be planted in permanent locations to bloom more freely each succeeding year. All Narcissus are grateful for a little shade, and the double types require more moisture than the others.

NARCISSUS—Continued

POETAZ VARIETIES

A hardy type being a cross between the Polyanthus Narcissus and the Poeticus type. They produce clusters of large sized florets; excellent for cutting.

Orange Cup. Pale lemon petals with conspicuous orange cups. The florets are large and beautifully formed. Very floriferous, producing several stems to each bulb. A most valuable sort for naturalizing.

10c each, \$1.00 per dozen, \$7.50 per 100

Aspasia. A superior Poetaz variety. The petals are pure snowy white, the cups clear yellow, many florets on each stem, and several stems to a large bulb.

75c per dozen, \$5.00 per 100

JONQUILS

These are the true sweet scented Jonquils which bloom very early in the spring. Their perfect little blossoms are of the deepest yellow and are wonderfully attractive. They have rush-like leaves of deep green color and are exceedingly attractive for rock-garden planting. They have been garden favorites for years but their popularity during recent years has increased.

Jonquilla simplex. Single Jonquil. The original true Jonquil of ancient history. The lovely clusters of three to eight golden yellow flowers are delightfully sweet. No other flower except the Violet adds such delicious perfume to the garden. Very effective in deep pockets near the base of rockeries, and in perennial borders.

10c each, \$1.00 per dozen, \$7.50 per 100

Campernel regulosus. Two to five sweet scented golden yellow flowers, larger than Jonquils, on each stem.

75c per dozen, \$5.00 per 100

Campernel plenus. A very fine double form of the above.

85c per dozen, \$6.00 per 100

POLYANTHUS NARCISSUS

These are the cluster narcissus which are the earliest to bloom. They will bloom as early as December or January, if planted in September. They are excellent for beds, borders, for cut flowers, or for growing in pots, and bulb dishes indoors.

Grand Monarque. Small orange cups, flat white perianth.

7½c each, 60c per dozen, \$4.00 per 100

Paper White. A favorite for growing in bowls. Pure white flowers.

7½c each, 60c per dozen, \$4.00 per 100

Soliel d'Or. Yellow perianths, brilliant orange cups. Very fine.

15c each, \$1.00 per dozen, \$8.00 per 100

FAIR ALICE

A New Type of Daffodil

This is a decidedly different and beautiful daffodil with flowers like the Incomparabilis type except that there are three to five on a stem. It is evidently a cross between a yellow Incomparabilis and a yellow Poetaz variety resulting in a most dainty cluster of large flowered daffodils. The individual florets have a refined appearance with a nicely rounded perianth, the soft yellow petals overlapping; crown beautifully frilled and of a richer tone than the perianth.

10c each, \$1.00 per dozen, \$7.50 per 100

BARRI TYPE

Short cupped daffodils, similar to the Poeticus, but larger with more widely expanded crowns of brilliant contrasting color.

Bath's Flame. Yellow petals, deep yellow cup with broad edge of orange-red. A perfection in scarlet and gold.

15c each, \$1.50 per dozen, \$10.00 per 100

Dosoris. Pure white, broad overlapping petals, flat cup, finely fringed, of red-orange.

15c each, \$1.50 per dozen, \$10.00 per 100

A NEW DAFFODIL OF SUPREME BEAUTY

Francisca Drake

It is impossible to adequately describe this unusual flower of distinct new type. The pure white petals are of unusual substance, an inch and one-half wide, tinted gold at the base; the cup, wide and deep, is golden yellow at the base changing gradually to flame orange at the densely frilled edge. Strong growing and very free flowering. A delightful novelty for your garden and table.

\$1.00 each, \$10.00 per dozen.



Francisca Drake, a New Daffodil of Brilliant Contrasting Coloring



DUTCH BULBS

For the finest of Dutch bulbs, Tulips, Hyacinths, Crocus, Scilla, and others we procure through our connection with the oldest and most reliable growers in Holland, direct shipments of the cream of that country's products. In this way we eliminate extra handling, and the possibility of mistakes in labeling, so that we can offer splendid, highest quality bulbs at a great saving in expense.

Dutch bulbs usually arrive in late September and should be planted as soon as possible after their arrival. October, November and December are the best months for planting. We think there will be large plantings of bulbs this season as our prices are very low, and there is no other class of plants which will produce such a glorious array of bloom with so little trouble in planting and care. So be sure to order your bulbs early so as to obtain a complete selection.

TULIPS

Heavy, specially selected mother-bulbs. Only a small percentage of Holland's tulips are of this large size which we import.

Tulips, always a favorite flower, have not had the widespread use in Southern California which they deserve. Their tall stately stems, and lovely colorful blossoms provide an effect that is unequalled by any other flower. There are numerous ways to use Tulips for best effect. They may be made into beautiful beds, with a ground cover of some harmonizing or contrasting flower. Planted with a background of shrubbery, or perennial plants they make a delightful display. They should be planted in irregular drifts or groups in perennial borders, and harmonizing or pleasingly contrasting colors should be chosen. There are endless tasteful combinations which can be worked out by artistic planning of the garden.

Success in tulip growing is very easily obtained but depends entirely upon a few simple essentials—first procure only the very highest quality, heaviest mother bulbs. We furnish such selected stock exclusively. Smaller, or lighter bulbs, which may or may not be procured a little cheaper cannot produce the best flowers. Then prepare the beds carefully for planting by spading deeply and thoroughly loosening up the soil. The bulbs should be planted **deep** in this prepared bed—cover them from six to eight inches. The soil should be moist and workable when planted. A cover planting of Pansies, Baby-blue-eyes, Schizanthus, Alyssum, Virginia Stock, Primula malacoides, or other low growing annual is beneficial and makes a beautiful effect.

DARWIN TULIPS

Beautiful large cup-shaped flowers on long stems.

Popular Collection

Clara Butt. Salmon-pink. A very popular variety and still one of the best.

Farncombe Sanders. Beautiful rosy scarlet with white base.

Pride of Haarlem. Brilliant rosy red. An excellent tulip of fine color and stately habit.

Rev. Ewbank. Heliotrope edge lavender.

Price of the above four varieties
75c per dozen, \$5.50 per 100

Afterglow. A fine large flower, deep rosy-orange with salmon tinted edges, inside deep orange.

City of Haarlem. A sensational tulip of immense size and great substance. Intense vermilion-scarlet with blue base and white halo. The best of the red Darwins, now priced so that it may be planted in quantity.

Faust. Dark satiny purple-maroon. Magnificent for cutting or for rich effects among other tulips.

La Tulipe Noire. Rich velvety blackish maroon. The darkest of all tulips.

Marconi. Purple violet with conspicuous white base. A fine large flower.

Psyche. Soft rose, inside silvery rose; long stiff stems.

William Pitt. Deep glowing scarlet with a tint of purple on the outer petals.

Price of any of the above seven splendid Tulips
85c per dozen, \$6.00 per 100

Zwanenburg. A marvelous tulip of huge size and thick waxy petals of pure snow-white. White tulips should be used in all plantings to accentuate other colors.

\$1.00 per dozen, \$7.50 per 100

BREEDER TULIPS

Breeder tulips are similar to the Darwins, but contain rich tones of bronze which are lacking in that class. They are the aristocrats of the tulip family and in recent years are the most sought after of all tulips. They bloom at about the same time as the Darwin and Mayflowering types.

Apricot. Bronzy apricot, yellow and orange.

Bronze Queen. Buff, tinted apricot, with a touch of rose.

Feu Ardent. Large cup-shaped bloom of brilliant, rich mahogany red.

Louis XIV. Since its recent introduction this has become one of the most popular of tulips. It is a giant in size and royal in color. Rich purple with a golden bronze margin, inside bronzy purple with a yellow star at the base.

Media. Crushed strawberry with heliotrope shadings.

Godet Parfait. Bright purple-violet, with white base.

Prince of Orange. Bright terra cotta-scarlet with golden yellow edge. Strikingly beautiful.

Price of any of the above Breeder Tulips,

85c per dozen, \$6.00 per 100

Mariposa Lilies (Calochortus)

The California Mariposa Lilies or Mariposa Tulips derive their name Mariposa—Spanish for Butterfly—from the beautiful markings of their petals which resemble butterfly wings. Plant the bulbs in well drained soil—this may be provided in the garden by raising the beds six inches above the general level. Hillside plantings in soil of decomposed granite are ideal.

Golden Mariposa (*Calochortus clavatus*). One of the handsomest and largest of all—4 inches across on stout stems. Rich deep yellow.

2 for 15c, 75c per dozen, \$5.00 per 100

The Rare Desert Mariposa. (*Calochortus kennedyi*). One of the most brilliant of all flowers, rich dazzling vermilion.

25c each, \$2.50 per dozen

Mixed Mariposas. A special mixture of all kinds of beautiful Mariposa Lilies including colors of yellow, lavender, purple, rose, etc.

50c per dozen, \$3.50 per 100

MAYFLOWERING TULIPS

The Mayflowering Tulips are a beautiful class, very desirable for cutting because of their long stems and graceful habit. They are especially adaptable for flower borders where they should be freely planted in large clumps and masses. When planting in clumps set the bulbs about three inches apart.

The Mayflowering tulips flower approximately at the same time as the Darwins and Breeders, and are distinguished by their long, wiry stems and long, pointed petals.

Two Beautiful New Mayflowering Tulips

Dido. The elegant, long, tapered flowers with pointed petals are bright salmon-orange inside, with yellow base. The outside is orange-red shaded carmine, with orange edgings.

Pride of Inglescomb. Lovely flowers, white bordered carmine-rose. The long pointed blossoms and charming color make this a most effective variety.

Price of the above two varieties
\$1.00 per dozen, \$7.50 per 100

Gesneriana spathulata major. Rich crimson scarlet, with a blue black center. Extra long pointed petals, beautifully formed.

Grenadier. One of the most dazzling tulips in existence. An enormous flower of flaming orange-scarlet with a yellow center. A group planting of this will make a most brilliant spot in the garden.

Inglescomb Yellow. Perfectly formed, bright yellow flowers. Sometimes called a yellow Darwin.

Moonlight. Lovely pale yellow. Flowers of very long, oval shape. Delicately beautiful.

Mrs. Moon. Without doubt one of the best yellow tulips. Beautiful vase shaped flowers with reflexed petals of rich deep yellow.

Price of the above six Mayflowering Tulips
85c per dozen, \$6.00 per 100



Tulipa Clusiana

See page 13 for description and price.

TULIPS—Continued

LILY FLOWERED TULIP

A type of Mayflowering tulip with petals which curve back like a lily. Very beautiful and effective.

Sirene. Clear salmon rose. This charming flower is lovely for cutting.

85c per dozen, \$6.00 per 100

REMBRANDT TULIPS

These are a variety of Darwin Tulips with the same sturdy habit of growth. The petals are curiously marked with stripes and flames of contrasting colors.

\$1.00 per dozen, \$7.50 per 100

PARROT TULIPS

Quaintly shaped flowers with fringed and corrugated petals, very effective for house decoration.

75c per dozen, \$5.00 per 100

ROMAN HYACINTHS

The true French-Roman Hyacinths with long graceful stems and dainty flower-bells. They are quite distinct from the Dutch-Romans, which are simply small bulbs of bedding types, and they flower much earlier. The white variety flowers from two to three weeks earlier than the others.

White, select size, per dozen \$1.50, per 100 \$10.00.
Pink, \$1.00 per dozen, \$7.50 per 100.
Blue, \$1.00 per dozen, \$7.50 per 100.

HYACINTHS

Whether forced in the house or planted in the garden the Hyacinth is one of the easiest flowers to grow. With but simple treatment they will produce gorgeous spikes of the most fragrant flowers. The larger the bulbs, the heavier will be the flower-spike. For this reason we import top-size or exhibition size bulbs, which are larger than first size. We offer these premium bulbs at no higher price than first size bulbs are generally sold.

For bedding we also import a smaller size of bulbs which are splendid for planting in groups or in borders, although the flower spikes will not be so big.

Gertrude. Rosy pink, extra fine.
La Victorie. Brilliant dark carmine-rose.
Gigantea. Soft blush pink.
La Grandesse. Glistening white.
L'Innocence. Pure white. Fine large flowers.
King of the Blues. Fine deep blue.
Queen of the Blues. Azure blue.
Grand Maitre. Deep lavender blue.
City of Haarlem. Pure golden yellow.

Huge bulbs, 19 centimeters and over, for exhibition size flowers
20c each, \$2.00 per dozen, \$15.00 per 100

Large bedding size bulbs, 15 to 16 centimeters,
10c each, \$1.00 per dozen, \$7.50 per 100

Bulbs for the Rock Garden

The charm of your rockery will be greatly enhanced by planting of pockets to clumps and masses of many of the smaller bulbs. The diminutive size of many of the wild species of tulips, narcissus and of other minor bulbs makes them most suitable for this purpose, and the effect of their charming blooms will bring increased delight to this feature of your garden which might otherwise be lacking in color and interest.

SNOWDROPS

(*Galanthus*)

These little flowers are among the first to appear in the spring. Their little white bell shaped flowers make most attractive groups under shrubbery or in a rockery.

Double: 75c per dozen, \$5.00 per 100
Single: 50c per dozen, \$3.50 per 100
Postpaid

Glory of the Snow CHIONODOXA

Luciliae. One of the first of the bulbs to bloom in the spring, coming with the Snowdrops. When established they make sheets of bright blue color in the border or rockery.

50c per dozen, \$3.50 per 100

MUSCARI

(Grape Hyacinth)

Very pretty little plants, with spikes of bloom resembling little bunches of grapes. Fine for planting under trees and shrubbery, in borders, and in rockeries, where they may be left undisturbed. They combine beautifully in beds with other spring flowers such as Daffodils and Hyacinths, or with Snowdrops, Freesias, etc.

Heavenly Blue. The best for mass planting, in beds and borders. Clear bright blue.

35c per dozen, \$2.50 per 100. Postpaid

Rare Little Miniature Daffodils and Narcissus Species



W. P. Milner



Minimus



Moonshine



Queen of Spain

BOTANICAL TULIPS

(Wild Species)

These wild varieties of tulips are extremely beautiful and will greatly enhance the charm of the rock garden, which is often lacking in colorful flowers. Plant them in masses, clumps, in deep-soiled pockets in the shaded or partly shaded parts of the rockery.

Tulipa clusiana. The "Lady Tulip" or "Candy-stick Tulip". A charming vivid, upstanding beauty; small pointed flower of artistic form. White, striped with Cherry-rose outside. Plant this tulip in masses or clumps or use as an edging.

Tulipa eichleri. A grand tulip from Turkestan. Immense crimson-scarlet flowers with glistening black center marked with gold.

Tulipa florentina. Deliciously fragrant butter-yellow blossoms, often two to a stem, with bronze exteriors, carried on a slender arching stem. Beautiful interplanted with Muscari.

Tulipa praestans. Brilliant orange-red, sometimes four and five flowers to a stem. 12 inches. The average heights are given above to assist in placing them properly in the rock-garden.

Tulipa kaufmanniana. A tulip of rare beauty. A large creamy flower, brilliantly marked with carmine, yellow center. The flower opens flat and is usually carried on a stem less than one foot in length. Plant under trees or shrubbery, or in the rock garden in the shade.

Tulipa marjoletti. Soft primrose, shaded scarlet at the base. A small flower of very attractive color.

Price of any of the above rock-garden tulips
15c each, \$1.50 per dozen

SCILLA

As edgings and masses in shaded beds, borders, and odd corners these little bell-shaped flowers on graceful stems are most charming.

Scilla campanulata. They bloom very early in the spring. Blue, white, and rose.

Scilla siberica. Blue Squill. Bright blue, graceful stems.
50c per dozen, \$3.50 per 100



The gracefully nodding canary yellow blossoms of *Narcissus Triandrus*, of which "Queen of Spain" is a lovely type.

THE FOLLOWING BULBS ARE PARTICULARLY SUITED TO ROCKERY PLANTING

Freesias, page 2. Sparaxis, page 2. Snowflakes, page 3. Siberian Coral Lily, page 15. Crocus, page 3. Roman Hyacinths, page 12. *Narcissus* Species and Miniature Trumpet Daffodils, page 8.

The rare miniature Daffodils are exquisite things for the rockery—be sure to include such little beauties as Moonshine, February Gold, Cyclamaneus, Bulbicodium, Mascotte, Queen of Spain, Salmonetta, Minimus, Nanus, and W. P. Milner—all listed on page 8.

Rock Garden Bulb Collections

Special values in selected group of choicest bulbs.

\$2.50 { 6 *Scilla*, 6 *Muscari*, 6 *Crocus*, 6
Snowdrops, 6 Snowflakes, 6 Colored
Freesias, 6 Tulip Species, 6 Spar-
axis, and 2 Coral Lily—50 bulbs
in all for \$2.50.

\$5.00 { 12 Rare Miniature Daffodils, 12
Tulip Species, 12 Coral Lilies, 12
Colored Freesias, 12 *Scilla*, 12 Mus-
cari, 12 Snowdrops—84 bulbs (\$6.50
value) for \$5.00.

Descriptions and Prices of These Beautiful Little Daffodils Are On Page 8



Hoop-Petticoat Daffodils



Nanus and Cyclamen-flowered Type

IRIS

GERMAN IRIS

These are the hardy garden Irises, often called Fleur d'Iris or Flag Lilies. They are lovely subjects for beds, borders and mass effects in perennial gardens. Their flowers rival orchids in beauty, and many are delightfully fragrant. There have been hundreds of new varieties produced in recent years, some of which are decided improvements, others are very similar to the older varieties. We have endeavored to select the most outstanding of these novelties and the better older varieties.

Iris thrive in any garden soil, requiring only proper drainage, and full or partial sunlight.

Three Magnificent New Iris

Blue Gown. A tall blue iris of fine depth of color, large size, good form and firm substance. The brilliant golden beard is charmingly displayed on wide flaring falls. The stems are slender, stiff and from four to five feet high. A truly majestic variety sure to be greatly admired in your garden.

Price \$3.50 each

Pacific. Beautiful clear blue, a rare and desirable shade. Long blooming period. Excellent shape and substance, vigorous. 3 feet.

Price \$1.00 each

Sitka. You will be proud to have in your garden this splendid pure white iris. The beautifully formed flowers are of huge size and being a prolific bloomer it gives a marvellous effect.

Price \$3.50 each.

Six Late Introductions of Great Merit

California Blue. Very vigorous, with long blooming season. Large flowers on tall stems. Rich blue-violet and delightfully fragrant. 5 feet.

Margery. Large, tall and hardy. Bright wistaria violet with deep yellow beard. 5 feet.

Firefall. Bright red with glowing yellow beard. Good sized flowers on medium height stalks. 2½ feet.

Rosultra. Vigorous and free-flowering, forming a splendid clump. Lovely rosy shade, particularly beautiful under artificial light. 3½ feet.

Sundew. Waxlike, flaring falls. Pleasing and distinct, yellow with maroon purple lining at base. 2 feet.

Uncle Remus. Deep mulberry-purple self color. Splendid large flowers. 3½ feet.

Price of the above six varieties, 75c each, 3 for \$2.00

Eight Grand Varieties

Canopus. Rich bronze purple. Single stems have four to six large flowers open at one time. 4 feet.

Citronella. Luminous yellow. Very effective in the garden. 3 feet.

Mme. Durrand. One of the most beautiful irises of opalescent coloring. Standards clay color flushed mauve, falls light purple flushed clay color. 5 feet.

Chasseur. We consider this the most outstanding of all yellow Irises, a color which is scarce among the really fine varieties. Large flowers of dark bronzy yellow turning paler as the blossoms mature. 3 feet.

Riaiger. Splendid bright colored iris. Standards bright yellow; falls brown. Large flowered. 2 feet.

San Gabriel. A favorite since its introduction. Fragrant flowers of clear lavender-blue on well branched stems 4 to 5 feet high, with a long blooming season.

Sherbert II. Rich carmine and ecru; borne in stately fashion on tall stems. Very striking. 3½ feet.

Wedgewood. One of the very bluest of bearded irises, and a very beautiful variety. Free flowering. 3½ feet.

Price of the above five varieties, 50c each, 3 for \$1.25.

IRIS STYLOSA

An evergreen, low growing iris, with grassy foliage, and pretty blue or white flowers in the winter and early spring. Fine for bordering walks and pools.

Price, either color 25c each, \$2.50 per dozen

Special Iris Collections

These collections are made up of varieties of proven merit, selected for their individual beauty and will prove to be lovely garden subjects.

COLLECTION NUMBER 1

Arsace. Pinkish lilac. Fine.

Corrida. Standards lavender-violet, falls light blue.

Duke of York. Fine large silvery blue.

Ed. Michel. Large, handsome wine-red flower.

Kashmir White. Large pure white on tall stems.

Mme. Cheri. Pink, yellow and blue, prettily blended.

Mady Carriere. Greyish lavender flushed amber; falls deep violet-blue.

Mauvine. Lovely clear mauve on fine stems.

Rajput. Lovely violet self-color.

Rosada. Large flowers of beautiful clear pink. Vigorous and hardy. 3½ feet.

Sindjkha. Dull lavender blended with buff.

Soledad. Beautiful pale yellow self.

Price of any of the Iris in this collection: 15c each

Collection one each of the twelve varieties, \$1.50

COLLECTION NUMBER 2

Balboa. Large two-toned flower in red violet.

Ballerine. A glorious large orchid-like variety. Deep lavender-blue self color. 4 feet.

Delicatissima. Deep lavender-pink, deepening to rosy violet in the falls. Tall and vigorous. 3 feet.

Leverrier. Very large flower. Standards lilac, falls rich deep purple.

Souv. de Mme. Gaudichau. A very handsome flower and one of the finest Irises. Vigorous grower with lovely large blossoms of deep velvety violet. 3 feet.

True Delight. Lovely flowers, pure white with edges and styles deep rose. A lovely color combination. 3 feet.

Price of any of the Iris in this collection, 25c each

Collection, one each of the six varieties, \$1.00

JAPANESE IRIS

(Iris Kaempferi)

A most beautiful class of iris with large flat flowers, 8 to 10 inches across. The colors are very rich, including blue, lavender, mauve, purple and white.

Mixed colors 50c each, \$5.00 per dozen

IRIS FULVA

A rare and uniquely beautiful iris. The flowers are bright terra cotta in color, on 18 inch stems. Foliage evergreen.

75c each

WATER IRIS

(Iris pseudacoris)

Very tall growling, with deep green leaves, and bright yellow flowers. Will grow in pools or shady damp places.

75c each

HARDY GARDEN LILIES

(Liliums)

The tall stately lilies with their masses of blossoms have a charm that is not surpassed by any other flower. Although they are becoming more and more popular every year our California gardens do not display enough of these lovely subjects. All herbaceous gardens should have groups of lilies scattered through them. In fern beds, along stream-beds, and around shaded pools, they make a wonderful display.

Plant them from five to seven inches deep in soil prepared with leaf mold, and place a layer of sand around the bulb. They should be shaded by a building or with other plants growing around them. In this manner the soil is kept cool and moist, which is necessary for their welfare. After lilies are once established they should be left undisturbed and they will produce larger flower stalks year after year.

Lilium candidum, Lilium pardalinum, Lilium humboldti, should be planted early. Other lily bulbs ready November 15th.

Lilium candidum—The Madonna Lily. One of the most lovely of the Lily family, and the earliest to bloom. The flowers, of which there are from three to twenty on a single stem, depending upon the size of the bulb and their culture, are snowy white, with deep yellow stamens, and are delightfully fragrant. The Madonna Lily will stand more sun than most of the varieties, and makes a beautiful combination with Delphinium, planted in the same bed. Plant them only two to three inches deep.

Large bulbs 35c each, \$3.50 per dozen
Mammoth bulbs 45c each, \$4.50 per dozen

Lilium cernuum. A pretty little lily of the habit of *Lilium tenuifolium*, which it resembles except in color which is lilac pink. Splendid for cut flowers.

20c each, \$2.00 per dozen

Lilium tenuifolium. Siberian Coral Lily. This beautiful lily has won the admiration of all who have seen it. It is now being used by florists in baskets and decorations. It grows about two feet high with slender stems and clusters of dazzling scarlet flowers, with prettily revolute petals. Fine for the moist rock garden, fern bed or border. The bulbs are smaller in size than Japanese Lilies, but very easily grown.

Superior bulbs, 20c each, \$1.75 per dozen

Lilium regale. The Regal Lily. This lily from Western China is one of the most beautiful garden lilies ever cultivated. It grows well in the ordinary garden soils and produces each succeeding spring a wonderful display of flowers on stems three to five feet high. The center of the flower is golden yellow, merging through the upper half of pure white. The reverse of the petals is chocolate red. There are often twelve to twenty flowers on one spike. They may be cut when the first flowers of the lower part of the spike begin to open and all of the buds will open perfectly. The flowers have the fragrance of Jasmine.

Extra large bulbs (8 to 9 inch) 25c each, \$2.50 per dozen
Mammoth bulbs (9 to 11 inch) 45c each, \$4.50 per dozen

Lilium album. The pure white Lily of Japan. Very beautiful, with turned back petals.

Mammoth bulbs (11 to 13 inch) 45c each, \$4.50 per dozen

Lilium auratum. Gold Banded Lily. Ivory white petals, lightly spotted with yellow and crimson with a band of golden yellow down the center of each. Stems four feet tall. One of the most beautiful Japanese Lilies.

Mammoth bulbs (11 to 13 inch) 45c each, \$4.50 per dozen

Lilium japonicum. (krameri). The Pink Japanese Lily. Grows about three feet high with clear pink flowers. Does not make as large bulbs as most varieties.

25c each, \$2.50 per dozen

Lilium henryi. A rare and exceedingly beautiful Lily from China. The flower stalks, three to five feet high carry five to eight large flowers, the petals of which curve outward and are rich apricot, spotted brown.

Mammoth bulbs. (11 to 13 inch), 45c each, \$4.50 per dozen

Lilium rubrum. A favorite garden variety, also good as a cut flower. Rosy white, spotted and washed rich crimson, in clusters on stems three to four feet high. They keep for a week after cutting.

Mammoth bulbs (11 to 13 inch), 40c each, \$4.00 per dozen.

Lilium tigrinum splendens. Tiger Lily. This is one of the most easily grown Lilies, and each succeeding year after planting you will reap a harvest of bright orange-red blossoms. These are regularly spotted with black. Very showy in the garden and wonderful for decoration.

Mammoth bulbs. (10 to 12 inch), 35c each, \$3.50 per dozen.

NATIVE CALIFORNIA LILIES

Leopard Lily. (*Lilium pardalinum*). This is the beautiful Leopard Lily which grows in the canyons of the Coast range in California. It is one of the best of all Lilies for the garden and thrives in any good, well drained soil, mixed with leaf mold and sand. It should be given some shade and moisture. Plant the bulbs from five to seven inches deep.

The leafy stems grow from three to six feet high with many showy flowers of rich orange color with deeper centers and crimson spots.

These are lovely subjects to plant in fern beds, in perennial borders and under trees and no lily will give more satisfaction in the garden.

Price 20c each, \$2.00 per dozen

Lilium columbianum. Like a miniature Humboldt with bright golden yellow flowers spotted maroon. Grows 2½ to 3 feet high.

35c each, \$3.50 per dozen

Lilium Humboldtii. A native Tiger Lily of rare beauty. The stems are very long, from four to six feet high, holding aloft many large orange-red flowers spotted with maroon dots. They require a shaded location, with deep, rich, well drained soil supplied with plenty of moisture.

Price 45c each, \$4.50 per dozen

Lilium roezli. (Santa Cruz Lily) A rare and beautiful lily similar to the Leopard Lily. It is tall and graceful with slender stems and long slender foliage. The turned back petals are rich reddish orange, dotted maroon.

Crimson Santa Cruz Lily. This is like the type, but the flowers are deep blood red, spotted maroon.

Price, either variety 40c each, \$4.00 per dozen



The Beautiful Chinese Primrose for Shady Beds and Rockeries

WINTER AND SPRING FLOWERING PLANTS

Our plants are all in active growth in pots—the **convenient, safe way** to transplant them to your garden to obtain uniform growth and a marvelous display of colorful flowers.

At much more expense to us than the ordinary way of handling plants, we have continued to grow our plants only from the finest, most costly seed of select strains, planting in scientifically prepared seed-beds, and transplanting into pots, using carefully blended soil and fertilizers so that every plant is perfectly developed with a vigorous root system which is undisturbed by delivery and trans-planting to your garden. **There is no checking of growth**, and if your beds are properly prepared, the development of every plant will be uniform. Not only do you obtain the advantage of healthy, even growth—you may select just the colors you want. Uncertain mixtures nearly always cause disappointment.

In spite of this greater cost to us, we have lowered the price of our annuals so that all of our customers may have the best of flowers in their garden.

The following Annuals are supplied in 2¼ inch pots at **50c per dozen, \$3.50 per 100.**

For colors and descriptions consult the seed list at the back of this catalog.

Calendula. The finest improved varieties.
Centaurea. Cornflowers and Sweet Sultans.
Clarkia.
Candytuft.
Didiscus.
Dimorphotheca. African Golden Daisy.
Godetia.
Helichrysum.
Larkspur.
Mignonette.

Scabiosa.
Schizanthus.
Snapdragons.
Stocks.

Ranunculus and Anemone Plants.
 Grown from the best of bulbs, in 2¼ inch pots
 75c per dozen, \$5.00 per 100

Cinerarias.
Paul J. Howard's Prize Strains.
 In 2¼ inch pots, \$1.00 per dozen; \$7.50 per 100

Primroses
Primula malacoides. In 2¼ inch pots, 75c per dozen, \$5.00 per 100.
Primula obconica, Chinese Primrose, and other perennial varieties.
 In 3 inch pots, \$1.50 per dozen, \$10.00 per 100



View in our store, showing seed department. Better seeds are not obtainable than those you purchase in Paul J. Howard's Seed Packets

Seeds of Annual Flowering Plants

ACROCLINIUM. Immortelles. A pretty everlasting flower about 15 inches high with white or rosy-pink flowers which can be dried. Packet 10c

AGERATUM. Floss-flower. Favorite bedding and border plant blooming nearly the year 'round. Easily raised from seed either in fall or spring.

Blue Perfection. 9 inches. The deepest blue bedding variety. Packet 10c; $\frac{1}{4}$ oz. 25c

Dwarf White. 6 inches. Fluffy white blossoms. Packet 10c

Little Blue Star. 4 inches high—ideal for borders. Bright blue. Packet 15c, $\frac{1}{4}$ Ounce 50c

Venus. A lovely new pink variety—height 9 inches. Packet 25c

ALONSOA. Mask Flower. An interesting plant with crimson flowers set among fine foliage. Packet 15c.

ALYSSUM. Sweet Alyssum. Useful for beds, baskets, boxes, and edgings; very sweetly scented.

Little Gem. Dwarf, compact, the best for borders and low beds. Packet 10c, $\frac{1}{4}$ Ounce 25c, 1 ounce 75c

Lilac Queen. Improved, extra deep color. Packet 15c, $\frac{1}{4}$ Ounce 35c, 1 Ounce 85c

Carpet of Snow. A new very dwarf variety not over $2\frac{1}{2}$ inches high, exceedingly fine for low edgings, or among rocks, becoming a mass of pure white. Packet 25c

AMARANTHUS. Caudatus. Love - Lies - Bleeding. Forms a large branched plant about five feet high with curiously drooping flower tassels which look like crimson chenille. Packet 10c.

Molten Fire. Makes the most brilliant beds imaginable during the summer. The color of the leaves is so bright the plants suggest molten fire. Packet 25c.

Sunrise. Foliage bronzy crimson. Packet 15c.

CALIFORNIA GROWN SEEDS

are known throughout the world for their high germination and for the vigorous growth of the plants produced therefrom.

Paul J. Howard's Seeds are the product of the most careful selection representing the utmost excellence of strains.

Fresh, clean seed, of superior strains, true to name, and in more liberal quantity characterize Paul J. Howard's Seed Packets.

PAUL J. HOWARD'S Fine Snapdragons (Antirrhinum)

Our strains of Snapdragons are exceptional in their splendid habit of growth and magnificent large flowers on well filled spikes.

MAJESTIC TYPE

A new semi-dwarf strain with exceptionally large flowers, unexcelled for bedding—height 18 to 24 inches.

Avalanche. Pure White.
Delight. Delicate salmon-pink.
Eldorado. Deep golden yellow.
Golden Dawn. Golden buff overlaid salmon.
Orange King. Rich terra cotta-orange.
Red Chief. Rich deep scarlet.
Rose Beauty. Rose-pink.
Rose Marie. Light salmon-rose.
Twilight. Rosy salmon.
All Colors Mixed.

Collection of Five Packets \$1.00, Packet 25c

GIANT FLOWERED TALL SNAPDRAGONS

An extremely robust growing strain reaching a height of 2½ to 3 feet, with mammoth spikes of bloom. This carefully selected strain we consider the best Snapdragons obtainable for cut-flowers and all around garden use.

We call your attention to the first six varieties in this list which are exceptionally rapid growing, flowering three weeks earlier than all others, thus being better able to resist rust.

Brilliant Rose. Rose-pink.
Fire King. Orange scarlet; white tube.
Golden King. Bright yellow.
Harmony. Terra cotta-orange shaded rose.
Queen Victoria. Pure snow-white.
Defiance. Bright scarlet.

Autumn Glow. Old rose shaded terra cotta.
Crimson King. Rich crimson.
Torchlight. Orange, yellow lip.
Coral Rose. A lovely shade.
Pink Domino. Soft rose-pink.
Mixture of Above Colors:

Collection of Six Packets 75c, Packet 15c



Giant California Sunshine Aster

PAUL J. HOWARD'S Asters

IMPROVED GIANTS OF CALIFORNIA

The finest Asters yet produced. They are of strong sturdy habit and the immense fluffy flowers are borne on long sturdy stems, making them most desirable and attractive for floral decorations. White, peachblossom, pale pink, light blue, light purple, deep rose, dark purple, and mixed.

**Price 25c Per Packet, 5 Packets \$1.00
1 Ounce \$3.00**

EARLY BEAUTY TYPE

Peony Flowered Asters. Of the same habit of growth as the Giants of California, with equally large flowers, the petals of which are broad and flatter. White, carmine-rose, crimson, purple, lavender, rose-pink, flesh-pink (September Beauty), and mixed.

Price 25c per packet, 5 packets \$1.00, 1 ounce \$3.00

Single Giants of California. The beautiful flowers resemble colored Shasta Daisies. White, rose, light blue, purple, and mixed.

Price 25c per packet, 5 packets \$1.00, 1 ounce \$3.00

Heart of France. An effective Aster for bedding purposes. Has medium sized flowers of a rich dark red, a color not found in any other.

Price 15c per packet, 1 ounce \$2.00

GIANT CALIFORNIA SUNSHINE ASTERS

This grand novelty is one of the loveliest flowers produced in many years. They make the prettiest floral decorations imaginable, producing an effect of indescribable beauty and refinement. The flowers are composed of a single row of long graceful petals, surrounding a cushion center of creamy yellow color, which contrasts beautifully with the color of the petals. Mixed colors only, including rose, pink, blue, and white.

Price 25c Per Packet; 1 Ounce \$4.00

POMPON ASTERS

Pretty, small pompon blossoms on branching plants twelve to fourteen inches high. Excellent for beds or bordering larger asters. Blood red, red with white center, lavender, rose, violet, white, and mixed.

Price 25c per packet, 5 packets for \$1.00

ARCTOTIS. Blue Eyed African Daisy. Very easily grown. Silvery foliage, and quantities of white daisies, the petals of which are blue on the back. Packet 10c.

NEW ARCTOTIS HYBRIDS

Another of the lovely flowers which have come to us lately from South Africa. The showy daisy-like flowers come in brilliant assortment of colors, orange and bronzy red shades predominating, but also containing many lovely shades of rose, cream, yellow, and salmon. A novelty for all gardens, of easy culture and great beauty, blooming for a long season. Packet 25c.

BALSAM. Symmetrical, fleshy stemmed plants for shady beds or growing in pots. The waxy, double blossoms resemble camellias, and the colors are bright. Scarlet, rose, salmon, white, lilac, and mixed. Packet 10c.

SEEDS MAILED POSTPAID

**2½ % Sales Tax must be added to
all orders to be delivered in California.
To avoid delay, add the correct amount
to your remittance.**

BARTONIA aurea. Blazing Star. A native California annual with large brilliant yellow flowers. Grows in poor soil. Packet 15c.

BRACHYCOME. Swan River Daisy. The low growing plants are covered the entire summer with a profusion of pretty blue or white flowers. Suitable for edging, small beds, or pot culture. Packet 10c.

BROWALLIA. A very pretty plant for borders, beds, window boxes, with deep amethyst blue or white flowers shaped like small gloxinias. Packet 10c.

Calendula

Pot Marigold, or English Marigold

An easily grown and free flowering annual, and a favorite for cut flowers.

Orange King. Bright orange, dark eye. Per packet 10c.

Lemon Queen. Rich lemon yellow. Per Packet 10c.

Meteor. Creamy white striped orange. Per Packet 10c.

Nankeen. Cream flushed apricot. Per Packet 10c.

Balls Gold. Large, very double golden yellow. Per Packet 25c.

Balls Supreme. Very large, flat flower, deep orange with dark brown center. Per Packet 25c.

Campfire. Extremely large on very long stems, orange with a scarlet sheen. Per Packet 25c.

Radio. A new type with prettily quilled petals of bright orange with a golden tip. Per Packet 25c.

The Ball. Very large, bright orange with a lighter center. Per Packet 25c.

Balls Apricot. A gorgeous new color in the large flowered calendulas. Rich apricot with orange picot edges. Strikingly beautiful. Per Packet 25c.

NEW CHRYSANTHEMUM-FLOWERED CALENDULA

A new type, the very large flowers, with petals like a Japanese Chrysanthemum. Brilliant golden yellow in color.

25c per packet

California Wildflowers

No. 1. For sunny locations. A mixture of twenty or more true native California Wildflowers. Packet 25c, ounce 50c, lb. \$5.00.

No. 2. For shady places. A splendid mixture. Packet 25c, ounce 75c, lb. \$7.00

CALLIOPSIS. Similar to coreopsis, flowers in greater profusion, smaller, and marked with various shades of gold and brown.

Tall. Two to three feet high. Mixed colors. Packet 10c.

Dwarf. 18 inches. Splendid for low beds or borders. Packet 10c.

CANDYTUFT. Much prized for its fragrance. Carmine, crimson, white, and mixed. Per packet 15c.

CENTAUREA. Favorites everywhere—wonderful as cut flowers.

Cornflowers, or Bachelor's Buttons (*Centaurea cyanus*), Double Blue, Double Rose, and Double Mixed. Packet 10c.

Sweet Sultans (*Centaurea imperialis*), rose, white, lavender, yellow, red, and mixed. Packet 10c.

PAUL J. HOWARD'S New Annual Canterbury Bell

With this valuable new annual you should be able to have Canterbury Bells in bloom at almost any time of the year. It blooms six months from time of planting of seed, growing 2 to 2½ feet tall, with six to eight spikes of bells, flowering continuously if cut.

Mixed colors containing light blue, dark blue, pink rose, and white. Packet 25c

Angelus Bell. Beautiful deep rose. Packet 25c.

Liberty Bell. Intense violet-blue. Packet 25c.



Bartonia Aurea



Centaurea Impertalis

CANTERBURY BELLS (*Campanula medium*). Old-fashioned favorite biennials.

Single. White, rose, blue, lilac, and mixed. Packet 15c.

Double. White, rose, blue, and mixed. Packet 25c.

Cup and Saucer. White, rose, blue, lilac, and mixed. Packet 25c.



New Annual Canterbury Bell



CELOSIA. Showy summer bedding plants.

Feathered Celosia (*Celosia plumosa*). Dwarf. Crimson, yellow, and mixed. Packet 15c.

Cockscomb. (*Celosia cristata*). Empress. Dwarf, with very large heads of deep crimson flowers. Packet 15c.

PAUL J. HOWARD'S
Prize Cinerarias

Our prize strains of Cinerarias are without a peer for glorious color and the huge size of their blossoms, which are borne in immense heads above compact, shapely plants. There is no other flower which will so brighten a shady place.

Paul J. Howard's Prize Tall. In addition to our unequalled mixture of gorgeous colors we put up the seed of these in separate color shades. Pink and salmon shades, crimson and red shades, blue shades, and mixed. Packet 50c.

Prize Dwarf. Lower growing than the above. Large flowering. Mixed. Price 50c per packet

Stellata and Cruenta Hybrids. Star Cineraria. Profuse clusters of starry flowers on tall growing plants. Splendid in the background. Price 25c per packet

CHRYSANTHEMUM (Annual). Painted Daisies. Bushy plants resembling Marguerites with flowers in many colors, with contrasting zones in the centers. Easily grown and excellent cut flowers.

Tricolor Mixed. Shades of yellow, bronze, scarlet, copper, rose, purple. Packet 15c.

Double Annual Chrysanthemums. Effective flowers, and something quite out of the ordinary, very lasting when cut. White, yellow, purple, scarlet, and mixed. Packet 25c.

CLARKIA. An easily grown annual becoming very popular for making graceful cut-flower decorations. Apple-blossom, Carmine, Copper-Scarlet, Orange-Scarlet, Scarlet, Purple, White, and mixed. Packet 15c.

COLEUS. A marvelous strain of these beautiful foliage plants, for pot culture or bedding in spring and summer. The handsome leaves are marked with the richest colors imaginable. Ours is a superior mixture selected from the finest types and colors. Packet 50c.

Rainbow Mixture. Packet 25c.

Cosmos

For early summer flowering or for planting in fall for winter flowering choose early varieties. The late varieties make larger plants before blooming and are best for late summer and fall flowering.

Early Mammoth. Fine large flowers, crimson, pink, white, or mixed. Packet 10c.

Extra Early Double. Crimson, pink, white, mixed. Packet 25c.

Lady Lennox. Late: Pink and white. Packet 10c.

Perfection Giant. Late: Crimson or mixed. Packet 10c.

Klondyke. Bright orange. Packet 15c.

Late Double Crested. Pink, crimson, white, and mixed. Packet 25c.

CHINESE FORGET-ME-NOT. (*Cynoglossum*). The dainty branched sprays resemble the true Forget-me-not but are much deeper blue, one of the richest blue flowers we know of. Packet 15c.

Pink Cynoglossum. A variety with pretty rosy-pink flowers. Packet 25c.

DIDISCUS. Blue Lace-Flower. The lacy blue blossoms on long stems are popular as cut-flowers. Packet 15c.

DIMORPHOTHECA. African Golden Daisy. Showy annuals for bright beds of color. Rich orange or Hybrids mixed, colors of orange, yellow and salmon. Packet 10c.

GAILLARDIA. (Annual varieties, see perennials for such varieties as Portola, etc.)

Paul J. Howard's Double Gaillardias. Very fluffy, large double flowers in the richest shades of orange, salmon, rose, scarlet, gold, and yellow, all mixed. Packet 15c.

Double Sulfur Yellow. Very showy. Packet 15c.

Indian Chief. Single flowers of rich bronzy mahogany. Packet 15c.

GLAUCIUM. Horned Poppy. Strikingly beautiful, large, glistening orange, and orange yellow flowers are produced in profusion on robust plants, 2½ to 3 feet high. They are lasting as cut-flowers. Packet 25c.

GODETIA. Becoming increasingly popular for their beauty as cut-flowers.

Tall Double Azalea-flowered. Carmine, crimson, flesh, lavender, rich pink, and mixed. Packet 15c.

Dwarf Double. For beds, borders, or pot culture. Pink, salmon, lavender, crimson, and mixed. Packet 15c.

GOMPHRENA. (Globe Amaranth). For bright beds and borders, flowers in round heads resembling a clover bloom, an unusual shade of amaranth-red. Packet 10c.

GYPSOPHILA. (Baby's Breath). London market, extra large, pure white flowers. Packet 15c.

Elgans Rosca. Pink flowers. Packet 15c.



Calliopsis
Tall



Cosmos
Early Mammoth

HELICHRYSUM. (Strawflowers). Large double flowers on tall plants, prized for everlasting bouquets. Crimson, rose, carmine, purple, and mixed. Packet 15c.

PAUL J. HOWARD'S New Improved Giant Imperial Larkspur

This is a new and distinctly improved type of double larkspur which sends out long spikes of double blooms directly from the base of the plant. This base-branching habit makes them ideal for cut-flower purposes.

Blue Spire. Bright Oxford Blue.
 Carmine King. Deep carmine-rose.
 Daintiness. Delicate lavender.
 Exquisite Pink Improved. Soft pink shaded salmon.
 Exquisite Rose. Lovely rose-pink.
 Gloria. Pure, deep rose. A very rich color.
 Lilac Spire. Lilac.
 Miss California. Deep pink shaded salmon.
 Peachblossom. A very delicate clear light pink.
 White Spire. Dazzling pure white. The whitest of all larkspur.

Price of any of the above Larkspurs:
 5 Pkts. for \$1.00, per pkt., 25c

Double Stock-flowered Larkspur. A favorite type with long sprays of double flowers. Dark Blue, Sky Blue, Rose, Salmon-pink, Pink, Lilac, Rosy-scarlet, Lustrous Carmine, White, and mixed. 6 Pkts. 75c, per packet 15c

LAYIA elegans. (Tidy Tips). One of California's most dainty wildflowers. Yellow daisy flowers with white-tipped petals. Packet 25c.

LINARIA Maroccana. (Wild Snapdragon). A pretty annual for bedding or cutting, growing like a Larkspur, in a wide variety of bright colors. Mixed. Packet 15c, ounce 50c.

LUPINES. Paul J. Howard's New Giant King Lupines, with enormous spikes of beautiful large flowers, on bushes three to four feet tall. A lovely garden plant, and perfect for cutting. King Blue. Rich oxford blue. King White. Glistening pure white. Mixed, including rose, white, sky blue, and dark blue. Packet 2c.
 Lupinus nanus. The bright blue, dwarf California Lupin. Packet 10c, 1 lb. \$3.00.

LUNARIA biennis. Silver Moon Pod. Dried branches of pods are used in vases for interior decoration. Packet 15c.
 Ruddy Moon Pod. Pods are red. Packet 15c.

MATTHIOLA Bicornis. (Evening Scented Stock). Deliciously fragrant lilac colored flowers. Packet 15c.

MIGNONETTE. Prized for its fragrance. Ours are the finest florists strain, for cut flowers.
 Machet Golden. Rich yellow. Packet 15c.
 Machet Goliath. Large red spikes. Packet 15c.
 New York Market. Unusually large spikes of bloom, creamy white and gold. Packet 15c.



Candytuft



Dwarf French Marigold "Golden Ball"

Marigolds

The many types and variety of brilliant shades of yellow, orange and russet and the ease of culture and freedom of bloom make the Marigolds one of our most useful garden flowers.

French Marigolds. These are the smaller flowering types.

Dwarf Diamem. Showy single flowers, mahogany red edged gold. Packet 15c.

Dwarf Legion of Honor. Single, golden yellow marked with brown at the base of each petal. Packet 10c.

Dwarf Golden Ball. Double, golden yellow flowers. Packet 15c.

Dwarf Double Mixed. All shades of yellow and brown. Packet 10c.

Tall Double Mixed. All shades. Packet 10c.

Price of any of the above, 10c per packet

Paul J. Howard's

ALL-DOUBLE AFRICAN MARIGOLDS

This is a decidedly superior strain of the tall African Marigolds, producing the highest percentage of large, perfectly double flowers.

All-Double Orange; All-Double Yellow. Packet 25c

Dwarf Double African Marigolds. A compact growing type, orange or yellow. Packet 10c.

Tall African Marigold. Mixed. A select strain. Packet 10c.

Marigold Guinea Gold. A beautiful new type of pyramidal habit 2 to 2 1/4 feet high, producing flowers smaller than the African with double ruffled graceful petalage. A valuable cut-flower. Packet 15c.

MINIATURE MARIGOLD

Tagetes signata pumila. Very compact, bushy little plants, one of our best summer and fall flowering borders, literally covered with little star shaped bright yellow flowers. Pkt. 15c.

MIRABILIS (Four o'Clocks). Bushy plants covered with flowers in red, rose, lilac, yellow, and mixed. Pkt. 10c.

NEMESIA strumosa suttoni. A brilliant flowered low-growing bedding subject. Paul J. Howard's large flowered hybrids, containing beautiful shades of red, rose, orange, and yellow. The flowers remind one of little Snapdragons. Packet 25c.

Nemesia Blue Gem. A compact bedding or border type with small blue flowers in profusion. Packet 25c.

NEMOPHILA. Baby Blue Eyes. A dainty blue flower native to California. Sow the seed over bulb beds, as a ground cover, or in borders. Packet 10c, 1 ounce 35c.



Paul J. Howard's Giant Double Petunia

Nasturtiums

Dwarf Type. Compact plants with large blossoms, the best for bedding.

Aurora. Terra cotta.
Cloth of Gold. Fiery red, golden leaved.
Empress of India. Dark scarlet, bronze leaves.
Crystal Palace Gem. Yellow spotted maroon.
Golden Queen. Yellow, golden foliage.
Vesuvius. Salmon-rose.
Mixed.

6 packets for 50c, 10c per packet, 1 ounce 25c

Tall or Trailing Type. Indispensable in the garden to cover fences, etc., and for window boxes and pots.

Dunnett's Orange. A very rich color.
Firefly. Yellow spotted red.
Golden Queen. Sunflower yellow.
Rose.

Spitfire. Scarlet.
Crimson. A deep velvety color.
Paul J. Howard's Tall Mixed. A special mixture of all of the better colors.

6 packets for 50c, packet 10c, 1 ounce 25c

Lilliput Nasturtium

LADY CHERRY

Very compact dwarf growing, with small dark leaves and small wine-red flowers. A valuable new border type and for bedding. Packet 15c.

DOUBLE NASTURTITIUM

Golden Gleam

In its first year, this proved our most popular seed novelty, and it is now firmly established in all gardens. It is truly an all purpose flower and should be grown the year 'round for its brilliant, fragrant, double golden yellow flowers. Its uses are unlimited—Golden Gleam will brighten window boxes, and grown in pots it is one of the loveliest patio plants—it is fine in beds, and makes a beautiful border, and is especially effective planted around the base of trees—and the flowers are splendid for cutting, one bouquet scenting a whole room.

Packet 15c, ounce 50c

NICOTIANA. Sweet Scented Tobacco. An easily grown plant with large leaves and tall slender stems covered with star-shaped blossoms, somewhat like petunias. Very free flowering, opening in the afternoon when they are exceedingly fragrant.

Hybrids Mixed. Packet 15c.

Crimson King. Lower growing—bright crimson. Packet 15c.

NIGELLA. Love-in-a-Mist. Pretty blue or white blossoms nestle among the feathery foliage of these bushy plants. An old-fashioned garden annual. Packet 10c.

OLD FASHIONED GARDEN FLOWERS. A surprise mixture of many kinds of hardy garden annuals which may be sown in the open ground and require very little care. Packet 10c, 1 ounce 25c, 1 lb. \$2.00.

PAUL J. HOWARD'S

Petunias

Improved Strains

To obtain the finest petunia seed, true to type, size and color, requires careful selection and hand pollenization, otherwise the strains will deteriorate and produce many inferior flowers. Paul J. Howard's Petunia Seed are carefully selected from the finest types of flowers, and represent the most highly improved strains.

FLORIFEROUS BEDDING PETUNIAS

Smaller flowered than the giants, very free flowering, unexcelled for bright bedding effects.

Rosy Morn. Pink with white throat. An improved strain. Packet 15c

Rose of Heaven. Bright rose-pink. Packet 15c

General Dodds. Bright crimson. Packet 15c

Blue Bee. Violet blue, the nearest to a true blue of any petunia. Packet 15c

Silver Blue. Light blue. Packet 15c

Violaacea. Velvety deep violet. Packet 15c

Snow Queen. Pure white. Packet 15c

Collection of Six Packets of Any of the Above 75c

GIANT FRILLED PETUNIAS

Giants of California. A compact growing strain with very large beautifully ruffled flowers in a wide variety of colors. Packet 35c

Paul J. Howard's Ruffled Monsters. A mixture of rich colors, with darker veined throats. The immense flowers are heavily ruffled and frilled. This is the finest strain of Giant frilled petunias. Packet 50c

Copper Red. (Ruffled Monster). A beautiful and unusual shade. Packet 50c

Steel Blue. (Ruffled Monster). Powder blue with deeper veinings in throat. Packet 50c

Pink Ruffled Monster. Rich rose-pink with deeper veined center. Packet 50c

Scarlet Beauty. Large flowered fringed. Packet 25c

Theodosia. Bright pink with golden throat. A lovely fringed type, excellent for beds pots and boxes. Packet 25c

Violet Fringe. Immense velvety violet with fringed edges. Packet 50c

White Beauty. A beautiful snowy white with ruffled edges. Packet 25c

Balcony Petunias. Of trailing habit, especially valuable for window boxes, hanging baskets and pots. Crimson, rose, violet, and mixed. Packet 25c

Paul J. Howard's Giant Double Petunias. A highly select strain of finest petunias producing an exceptionally high percentage of heavily ruffled and frilled double flowers in the most desirable colors. Packet \$1.00

PHLOX drummondii. Unexcelled for a continuous show of color. Crimson, scarlet, flesh pink, rose, lilac, violet-blue, primrose, white, and mixed. Pkt. 15c, 6 pkts. for 75c. 1 ounce \$1.25

SEEDS MAILED POSTPAID

2½ % Sales Tax must be added to all orders to be delivered in California. To avoid delay, add the correct amount to your remittance.

PAUL J. HOWARD'S Prize Pansies

Pansies from Paul J. Howard's Prize strain of seed have been sensational wherever shown. The huge size and rich colorings of their blossoms and the length of their stems has given them premier place among Pansies for cut flowers, and the vigor of the plants makes them unequalled for bedding. Realizing that the best flowers can be had only by planting the most carefully selected strains of seed we offer the finest obtainable in each of several types.

Paul J. Howard's Super Swiss Giants. This is becoming the most popular of all for show purposes, for gorgeous beds and for use as cut flowers in corsages or bowls. They are of huge size, with long stems, and display a range of color not found in any other type. This is the original true strain, highly improved, not to be compared with ordinary "Swiss Giants" usually offered. Packet 50c

Paul J. Howard's Giants of California. The size of flowers in this fine strain is equal to any produced in Europe; the difference in colorings and shape of the flowers in this American type distinguishes them from the European. They contain a wider range of lighter blues, bronzes, yellows and mahogany shades, and the petals are more of solid colors, while the Swiss types usually have darker center petals, with brighter colored borders. Many gardeners and florists prefer the American types. Packet 50c

Flowerland Bedding Pansies. Although the flowers are not of the huge size of those of our Giant Strains, the color range is very wide and bright, and these bedding pansies are exceedingly free flowering and remain in bloom over an exceptionally long season, making them unexcelled for bright bedding effects. Packet 25c

Swiss Giant Blue. (Thuner Sea). Immense deep blue flowers with blue-black centers. Packet 35c

Swiss Giant Red. (Alpenglow). Rich shades of cardinal and garnet. Packet 35c

Swiss Giant Yellow. Rich yellow with dark brown blotches on the lower petals. Packet 35c

Paul J. Howard's Brilliant Bedding Pansies. For beds of solid color their profusion of bloom makes them most desirable.

Emperor William. Rich metallic blue. Packet 25c

Golden Queen. Brilliant yellow. Packet 25c

Orange King. Deep orange. Packet 25c

White Queen. Pure white. Packet 25c

Poppies

California Poppy. Native orange. Packet 10c, 1 ounce 35c, 1 lb. \$3.00

California Poppy New Hybrids. A mixture of wonderful new shades of orange, salmon, scarlet, yellow, cream, etc., many flowers beautifully frilled. Packet 15c, 1 ounce 75c

Select Shirley. Large poppies in shades of pink and red. Packet 15c, 1 ounce 35c

American Legion. Brilliant scarlet, large flowers. Packet 15c

DOUBLE BEGONIA-FLOWERED POPPIES

A new type of Shirley poppy with double and semi-double flowers with beautifully crinkled, crepe-like petals, excellent as cut-flowers.

Eldorado. A mixture of lovely colors. Packet 15c

Dazzler. Orange scarlet. Packet 15c

Sweet Briar. (New) An unusually beautiful shade of wild-rose pink. Packet 25c

DOUBLE-CARNATION FLOWERED POPPY

Very large flowers with fringed petals, on tall growing plants. Mixed colors. Packet 15c

ICELAND POPPY

A lovely type, exceedingly fine for cut-flowers. Now in great demand by florists.

Giant Orange; Pink Shades; All colors mixed; Double Ranunculus flowered. All are exceptionally fine strains with large blossoms. Packet 25c

PORTULACA. A brilliant ground cover for banks and parkways for summer flowering. Single mixed, Pkt. 25c. Double mixed, Pkt. 25c.

PRIMULA malacoides. Fairy Primrose. A free flowering little annual for shady places. Beautiful mixed with ferns, cinerarias and larger Primroses.

Lilac or Rose, Pkt. 25c.

Princess Mary. An improved larger flower with deeper coloring. Pkt. 50c.

Snow Queen. Pure white. Pkt. 35c.

RHODANTHE. An everlasting flower with bell shaped blossoms in pink and white. Mixed. Pkt. 10c.

SALPIGLOSSIS. Velvet Flower or Painted Tongue.

These lovely flowers are coming into great favor for cutting. Paul J. Howard's strain of these lily-like flowers have the richest, velvety colorings and are larger on stronger stems. Golden yellow, velvety red, black, bright blue and gold, violet and gold, rose and gold, scarlet and gold, crimson and gold, brown and gold, or all colors mixed. Pkt. 15c, 6 Pkts. for 75c.

SCABIOSA. (Pincushion Flower). A vastly improved strain, decidedly superior for cutting. Azure Fairy, Crimson, Blackish maroon, Rose, Salmon shades, Snow-white, Peachblossom pink, and Mixed. Pkt. 15c, 6 Pkts. for 75c.

SCHIZANTHUS. Butterfly Flower. One of the daintiest flowers imaginable, effective in lightening the effect of taller, heavier planting, and valuable for pot-culture, blooming in a few weeks after sowing.

Paul J. Howard's Giant Flowering Hybrids. An extra select strain containing a perfect blending of amber, carmine, mauve, pink, purple, and rose shades. Pkt. 25c

STATICE sinuata. Sprays of everlasting flowers much used for drying. Blue, rose, lavender, yellow, and mixed. Pkt. 10c.

STEVIA. Pure white sprays, used for mixing with other flowers as one uses Baby's Breath. Pkt. 15c.

PAUL J. HOWARD'S PRIZE Stocks

Noted for the high percentage of double blossoms which they produce, Paul J. Howard's Prize Stocks represent the highest selection of this most valuable of winter flowers.

Giant Imperial or Improved Bismarck. An especially desirable class for cut flower purposes producing robust plants, branching freely, with heavy spikes of large double flowers. Antique Copper, Blood Red, Chamois Rose, Buttercup (an improvement on Canary Yellow), Dark Blue, Royal Purple, Golden Rose, Flesh Pink, Lavender, Lilac, Old Rose, Rose, Shasta (a new, superior glistening white) or all colors mixed. Packet 25c, 5 packets for \$1.00

Beauty of Nice Stocks. A lovely strain of winter-flowering Stocks, with more graceful flower stems, and more compact habit, making them especially fine for bedding effects.

Aurora, cream tinted pink; **Canary Yellow;** **Flesh;** **Light Blue;** **Blood Red;** **Old Rose;** **Rose Pink;** (a very fine, clear color, not found in any other strain of stocks); **White,** and **Mixed.** Packet 15c, 6 packets for 75c

VIRGINIA STOCK. An unusually effective low growing annual for borders or for covering bulb beds. Covered with blossoms resembling stocks. White, Rose, Red, and mixed. Pkt. 15c, 1 ounce 50c.

SUNFLOWERS (Helianthus). Excelsior, shades of red, purple and reddish brown. 4 feet. Pkt. 10c.

Double Chrysanthemum Flowered. Large bright yellow. 5 feet. Pkt. 10c.

Russian. Giant flowered, large seeded. Pkt. 10c.

TITHONIA speciosa. Mexican Orange Daisy. Brilliant flame-orange flowers resemble a single Zinnia. Reputed to be one of the flowers of the ancient Aztecs; blooms in fall and is wonderful for Halowe'en decorations. Plant grows from 5 to 6 feet high, much branched. Pkt. 25c.



Zinnias

Gold Medal Dahlia Flowered Zinnias

This is the original true strain of this finest of all Zinnias. The mammoth flowers are often 6 inches across and 3 to 4 inches in depth. Similar in shape to a double decorative dahlia.

Eldorado. Fascinating shades of rose and salmon.
Luminosa. Enormous flowers; bright salmon-rose.
Golden Dawn. A distinct and beautiful golden yellow.
Old Gold. A mixture of light and dark shades of old gold.
Canary Bird. Delicate shade of primrose yellow.
Crimson Monarch. Largest of the red shades.
Dream. Light and deep lavender.
Exquisite. Light rose with a deep rose center.
Giant Attraction. Brick red.
Golden State. Orange-yellow shading to burnt orange.
Illumination. Brilliant Tyrian rose.
Lemon Beauty. Lemon yellow.
Old Rose. Soft old rose color.
Oriole. Orange and gold.
Polar Bear. Pure white.
Scarlet Flame. Bright scarlet.

Price 25c per packet, 5 packets for \$1.00, 1 ounce \$2.50

Collection Price: 1 packet each of the above 12 varieties \$2.50.
Postage prepaid.

Special Dahlia Flowered Mixture. Containing all of the above varieties. Price 25c per packet, 1 ounce \$2.50

DWARF ZINNIAS

These dwarf types are especially fine for bedding, and for cutting they are particularly useful, being adapted to smaller vases than the large flowered type. They are also very pretty mixed with the larger flowered Zinnias.

Zinnia Lilliput. Pretty little Pompon flowers in the following colors: Canary, flesh-pink, orange, scarlet, salmon, rose, white, and mixed. Price 15c per packet, 1 ounce \$1.00

NEW DWARF PICOTEE ZINNIA

(Delight)

A new type with ruffled and curled petals, each with a beautifully picoté edge, giving a light and dainty appearance.

Salmon-Rose.

Mixed. Including salmon shades, cream, buff, golden yellow, and lavender. Price 25c per packet, 1 ounce \$3.00

Zinnia haageana. Especially adapted to edgings where they make an effective and gorgeous showing in their many variations of color. Each plant when in bloom is literally covered with flowers. Mixed, all colors.

Price 15c per packet, 1 ounce \$2.00

PAUL J. HOWARD'S

Winter Flowering Sweet Peas

(Orchid Type)

A superior highly perfected strain of the Winter Spencer type, noted for the large size of its wavy blossoms, the extra number of flowers on each stem, longer stems, clearer colors and fragrance. Paul J. Howard's Orchid Type Sweet Peas are preferred by those who wish to grow the best.

FOUR WONDERFUL NOVELTIES

Before we offer a new sweet pea it must have proven to be an outstanding new color and decidedly superior to older varieties of the same color.

Lavanda. A clear pure lavender without a trace of mauve or pink. Excels all other lavenders. Packet 50c

Exposition Pink. Gorgeous rich pink, one of the most fascinating colors ever produced. Packet 50c

American Beauty. Rich crimson rose. Abundant and continuous bloomer. Packet 35c

Annie Laurie. Richest tone of pure rose-pink. Packet 35c

Collection: One each of the above four pkts. \$1.50

Amethyst. Royal purple.

Red Bird. Rich crimson.

Fascination. Salmon-rose.

Mrs. Kerr. Salmon.

Lady Gay. Soft shrimp pink.

Majestic Rose. Rose-pink.

Valencia. Bright orange.

Aviator. Bright red.

Blue Bonnet. Best blue.

Glitters. Cerise.

Grenadier. Dazzling scarlet.

Othello. Maroon.

Sweet Lavender. Lavender self.

White Harmony. Finest white.

New Price of above named Sweet Peas:

6 packets for 75c, per packet .15c

Mixed Sweet Peas. Superior mixture of above named varieties only.

Per packet 25c, 1 ounce 75c

Special Mixture of above and other select colors:

Per packet 15c, 1 ounce 50c

NOTE: Packets of separate colors contain enough seed for a row 6 feet long; mixed packets for a row 10 feet long.

VIOLA. In beds, borders, and marginal plantings the charming Violas display a brilliance of color from late fall 'till midsummer.

Blue Perfection. Porcelain blue.

White Perfection. Pure white.

Apricot Queen. Orange-apricot.

Lutea splendens. Bright golden yellow.

Primrose Dame. Sulfur yellow.

Mauve Queen. Clear mauve.

Papilio. Light blue, white lower petal.

Papilio Dark. Deep violet, white lower petal.

Per packet 25c

VENIDIUM. A new flower from South Africa. Rich orange in color, as large as a Gaillardia, with purple markings at base of each petal. Exceedingly striking in color. Pkt. 35c.

VISCARIA. Phlox-like flowers on low growing plants making showy borders, blooming for a long period.

Cardinalis. Bright carmine.

Oculata nana. Very dwarf.

Mixed colors containing rose, carmine, and blue. Pkt. 15c.



Paul J. Howard's Dwarf Nasturtium Grown as a Pot Plant, See page 22.

Seeds of Perennial Flowering Plants

Blue Marguerite

Agathaea coelestis. Valuable for edging. Pretty blue daisies, with yellow centers.

Price 15c per packet

Alyssum

Alyssum saxatile compactum. Basket of Gold. Fragrant golden flowers in masses on low growing plants.

Price 15c per packet

Anchusa

Anchusa italica. Dropmore Variety. Rich dark blue flowers on tall spikes.

Price 15c per packet

Anemone

Anemone de Caen. French Anemone. These can be raised from seed sown early in fall. We have a superior strain.

Anemone St. Brigid. Double and semi-double form of the French anemone.

Price 25c per packet

PAUL J. HOWARD'S Exquisite Columbines (*Aquilegia*)

The finest strains of long spurred columbines ever offered. The flowers are of huge size, very graceful, and with exceedingly long spurs. The colors are rich and clear.

Long Spurred Hybrids mixed. The finest flowers in all of the colors of red, yellow, blue, snow-white, etc.

Long Spurred Blue Shades. Superb shades of blue.

Long Spurred Orange and Scarlet Shades.

Long Spurred Pink Shades.

Long Spurred Rose Shades.

Price of any of the above Columbines—25c per packet

Aubretia

A pretty plant for the rockery, or for borders.

Large Flowered Hybrids. Shades of blue and lavender.

Price 25c per packet

Begonia

Both the fibrous rooted (Bedding Begonias) and the tuberous rooted Begonias can be raised from seed, and will flower the same season. Plant the seed in flat boxes, in finely screened soil, and keep them covered with a pane of glass or muslin until the plants are up.

SEMPERFLORENS OR BEDDING BEGONIAS

Prima Donna. Clear pink.

Luminosa. Scarlet.

Albert Martin. Very large flowers, deep red.

Fireball. Dwarf crimson.

Price 25c per packet

TUBEROUS ROOTED BEGONIAS

Seed carefully selected from the finest type flowers.

Single Mixed.

Double Mixed.

Crispa. Frilled mixed.

Narcissus Flowered. Mixed.

Price \$1.00 per packet

Begonia Pendula Lloydii. Beautiful double flowers; plants of pendulous habit, fine for pots and hanging baskets. Splendid mixture of color.

Price \$1.00 per packet

English Daisy

Bellis perennis monstrosa. Rose, red, white and mixed.

Price 25c per packet



Paul J. Howard's Double Coreopsis

Coreopsis

Easily grown from seed

Lanceolata grandiflora. The popular golden yellow variety.
Double Yellow. A new form of the above with semi-double flowers.

Price 15c per packet

Auricula superba. Golden yellow with serrated band of brownish-red encircling the golden disc.

Price 25c per packet

Cactus

All types and forms, very interesting, and quite readily raised from seed.

Price 25c per packet

Calceolaria

Hybrids Mixed. The finest strain. Elegant pot plants for greenhouse or conservatory.

Price 50c per packet

Bell Flower

Campanula Pyramidalis. White, blue, and mixed.

Price 15c per packet

Dusty Miller

Centaurea candidissima. Silvery foliage.

Price 15c per packet

Carnations

Chabaud's Giant Improved. The finest type that can be raised from seed. Cardinal red, crimson, white, deep rose, flesh pink, rose-pink, and mixed.

Price 25c per packet

Chrysanthemum

Chrysanthemum indicum. Early flowering, single, double and semi-double. Make most beautiful beds, in a wonderful range of colors.

Price 25c per packet

Cyclamen

The best German type, of large flowered Cyclamen. Mixed.
 Price 50c per packet

Pinks

(DIANTHUS)

Dianthus plumarius. Fragrant Clove Pinks. Double and single varieties in a splendid mixture of colors.

Price 15c per packet

Delphinium

Extra select seed from the choicest improved varieties.

Belladonna. Clear light blue.

Bellamosum. Rich dark blue.

Gold Medal Hybrids. Choicest varieties mixed.

Price 25c per packet

Wrexham Hybrids. (Hollyhock Strain). Very large double flowers in all shades of blue, lavender and violet. Very tall growing; heavy spikes of flowers.

Flowerland Hybrids. A new strain with distinct habit of growth, producing tall plants with many graceful side sprays of large flowers. Splendid variety for cutting. The colors are most beautiful, including all shades of blue, some blended with delicate rose producing exquisite two-toned effects.

Price 50c per packet

Many Perennials are successfully raised from seed, some of them blooming the first year, while a few varieties must be grown for two years before they will flower.



Delphinium Wrexham Hybrid

Dahlia

CALIFORNIA GROWN PRIZE WINNING STRAINS

This seed is grown from strains which received a total of 21 first and 8 second prizes at Los Angeles and San Francisco Dahlia Exhibitions.

Decorative and Cactus Types. From 45 newest and best exhibition varieties, including Decoratives, Hybrid Cactus, English and American cactus types.

Price 50c per packet

Show and Hybrid Show Mixed. Double, from newest and best varieties.

Price 25c per packet

Pompons. Saved from 15 leading and distinct varieties.

Price 25c per packet

Colarette. Saved from 23 separate varieties.

Price 25c per packet

Coltness Hybrids. A fine cutting and bedding variety. Single flowers in many brilliant colors on low growing, bushy plants.

Price 25c per packet

Foxglove

(DIGITALIS)

Digitalis gloxiniaeflora. Seeds of purple, rose and white.

Price 15c per packet

The Shirley. A very large flowered variety, in many beautiful, rich colors spotted with brown.

Price 25c per packet

Star Of The Veldt

Dimorphotheca eklonis. A valuable new perennial for garden and pot culture. Flowers have pure white petals, steel blue on reverse and blue centers.

Price 25c per packet

Gaillardia

Gaillardia grandiflora. Choice perennial varieties mixed.

Price 15c per packet

Dazzler. Maroon red, tipped golden yellow.

Tangerine. (New). Solid orange background overlaid with red.

Portola Hybrids. Shades of bronzy red golden tipped. Very robust. Mixed.

Price 25c per packet

Gerbera

(TRANSVAAL DAISY)

Hybrids. Beautiful large flowers in many new colors and shades.

Scarlet and Red Shades.

Price 25c per packet

Geum

Mrs. Bradshaw. Double scarlet.

Price 15c per packet

Lady Stratheden. Double golden yellow.

Price 25c per packet

Gypsophila

(BABY'S BREATH)

Gypsophila paniculata. White sprays for mixing in bouquets.

Price 15c per packet

Double Snow White. A beautiful double flowered variety.

Price 25c per packet

Coral Bells

Heuchera sanguinea. Dainty coral colored flower spikes on compact little plants.

Price 25c per packet



Star of the Veldt

Helianthus

Helianthus augustifolia. Autumn Glory. A late autumn perennial; very tall growing, producing showers of golden yellow flowers with black centers. Very showy and fine for cutting or display in the garden.

Price 15c per packet

Heliotrope

Fragrant lilac and purple flowers. Choicest mixed seed from new varieties.

Price 15c per packet

Nepeta

Nepeta mussini. Splendid for ground cover and border in the rock garden. Spikes of lavender flowers.

Price 15c per packet

Pentstemon

These are highly improved strains with beautiful large flowers. Carmine Shades, Red Shades, Violet Shades, Southgate Gem (scarlet), Sensation Strain, a splendid mixture.

Price 25c per packet

Phlox

Phlox decussata. A mixture of the finest varieties of hardy Phlox.

Price 25c per packet

Chinese Lantern

Physalis franchetti. Decorative burnt orange, lantern-like pods.

Price 15c per packet



Salvia Azurea Grandiflora. A lovely blue flower

Platycodon (BALLOON FLOWER)

Large flowered strain; blue and white.
 Price 15c per packet

Pyrethrum

Pyrethrum roseum. This is known in the Eastern states as painted daisy. Graceful daisy-shaped flowers. Single and double in a mixture of rose, red and light pink shades.
 Price 15c per packet

Poppy

Oriental poppy. Scarlet or mixed.
 Price 25c per packet

DOUBLE RANUNCULUS FLOWERED

A beautiful novelty strain of Iceland Poppy in a wide range of colors.
 Price 25c per packet

Primrose

Primula chinensis. Chinese primrose. Clusters of large fringed flowers in all shades of pink, red, rose, lavender and white mixed.
 Price 50c per packet

Primula obconica. Pink and red shades. This makes a splendid pot plant as well as for planting out-doors.
 Price 50c per packet

Primula vulgaris. The true yellow English primrose.
 Price 25c per packet

Ranunculus

The French ranunculus can be successfully grown from seed planted in the early fall. We have an extra choice strain of double and semi-double flowers in a mixture of brilliant colors.
 Price 25c per packet

Rehmannia

Rehmannia angulata. This grows two to three feet high with bright rose bell-shaped flowers spotted with gold and brown in the throat.
 Price 25c per packet

Castor Bean (RICINUS)

Crimson Spire. New.
 Price 15c per packet

Sanguineus. Blood red.
 Zanzibariensis. A tall variety with huge leaves.
 Mixed Varieties.
 Price 10c per packet

Rudbeckia

Rudbeckia hirta. Black-eyed Susan. Bright golden yellow, daisy-shaped flower with a black center.
 Rudbeckia purpurea. Purple cone flower.
 Price 25c per packet

Salvia

Salvia splendens. Scarlet Sage. A popular plant for bedding. Bonfire.
 Price 15c per packet

America. Globe of Fire. A greatly improved variety.
 Price 25c per packet

Salvia farinacea. Long spikes of lavender-blue flowers.
 Salvia azurea grandiflora. Spikes of large, bright blue blossoms.
 Price 15c per packet

Salvia patens. Large pea-shaped flowers of deep rich blue.
 Price 25c per packet

Scabiosa

The Scabiosas are very satisfactory perennials, blooming throughout a great portion of the year and are splendid for cutting.

Scabiosa caucasica. Light blue.
 New Giant Caucasica Hybrids. A vastly improved strain with large ruffled and fringed flowers in various shades of blue.

Scabiosa columbaria. A splendid variety from South Africa. Long lasting as a cut flower and very dainty. Pink, lavender and mixed.
 Price 25c per packet

Statice

Useful for perennial borders and the cut flowers make beautiful everlasting bouquets.

Statice perezii. Rich blue; large deep green leaves.
 Statice latifolia. The leaves are longer and the flowers are lavender-blue in large sprays.
 Price 15c per packet

Statice caspia. Similar in growth to latifolia, but the flowers are tiny pale lavender on graceful stems. Splendid to mix with cut flowers.
 Price 25c per packet

Sweet William

Favorite old fashioned perennials. Separate colors. Crimson, scarlet, pink, turkey-red, white, and mixed.
 Price 15c per packet

SEEDS OF PERENNIAL PLANTS—Continued

Meadow Rue

Thalictrum dipterocarpum. A beautiful plant with maidenhair fern-like foliage. Bears tall stems crowned with beautiful sprays of mauve colored flowers with prominent creamy yellow stamens.

Price 25c per packet

Tritoma

(RED HOT POKER)

Finest hybrids mixed. Will bloom the second year from seed, producing flowers in many shades of red, orange and yellow.

Price 15c per packet

Valerian

Valeriana rubra. Sometimes called garden Heliotrope or Japanese Lilac. Very hardy with mauve-rose flowers in sprays.

Price 15c per packet

Verbascum

Tall growing perennials with large leaves like the Foxglove. Planted with Delphinium they make a beautiful effect.

Miss Willmott. Creamy white, bell-shaped flowers.
Olympicum. Bright yellow flowers.

Price 15c per packet

Seeds of Climbing and Trailing Vines

Australian Pea Vine

Very rapid growing with deep green foliage and clusters of flowers resembling a miniature Wistaria blossom. Lilac-pink.

Price 15c per packet

Everlasting Pea

(LATHYRUS LATIFOLIUS)

This is sometimes called a perennial Sweet Pea because it resembles a Sweet Pea excepting that the flowers are smaller. Pink Beauty, White Pearl, and Mixed.

Price 15c per packet

Pride of California

(LATHYRUS SPLENDENS)

The Sweet Pea-like flowers are brilliant rosy-red. This vine makes a brilliant show.

Price 25c per packet

Canary Bird Vine

Splendid vine for growing in window boxes, with buttercup yellow flowers of dainty appearance.

Price 15c each

Cardinal Climber

A pretty vine with Cypress-like foliage and tubular flowers flaring at the edge. Bright scarlet in color.

Price 15c per packet

Cathedral Bells

(COBAEA SCANDENS)

A rapid climbing tropical plant with large bell-shaped flowers in blue or white.

Price 25c per packet

Convolvulus

Convolvulus mauritanicus. Low growing vine or trailer. Fine as a ground cover in rockeries, hanging baskets, window boxes, etc. It bears masses of sky blue flowers like miniature Morning Glories.

Price 25c per packet

Hyacinth Bean

(DOLICHOS LABLAB)

A rapid growing vine with clusters of rosy-purple flowers.

Price 10c per packet

Japanese Hop Vine

Covers a trellis or arbor very rapidly with foliage variegated white and green.

Price 10c per packet

Kenilworth Ivy

(PINK ROCK IVY)

Valuable for pot and basket culture and makes a good ground cover in shady places. Glossy green foliage and small lavender-pink blossoms.

Price 15c per packet

Kudzu Vine

One of the most rampant growing vines of all. Has fragrant Wistaria-like flowers.

Price 10c per packet

Mina Lobata

A graceful climbing vine for fences and trellises. Has large lobed leaves and tubular-shaped blossoms of bright scarlet and yellow.

Price 25c per packet

Moonflower

(IPOMEA NOCTIFLORA)

Very large pure white Morning Glory-like flowers.

Price 15c per packet

Morning Glory

Japanese Giant Imperial Fancy Fringed. Beautiful fringed flowers in shades of blue, rose, and white mixed.

Heavenly Blue. Large sky blue flowers.

Price 15c per packet

Passion Vine

(PASSIFLORA EDULIS)

Edible Fruited Passion Vine. Has glossy purple egg-shaped fruits. The flowers are lavender-blue, very showy, and the foliage is leathery, glossy green.

Price 15c per packet

Vine Seeds Continued on Next Page



Ornamental Gourds

Early California gardens always had gourds growing over arbors, in patios, and other places where their curiously formed and often showy colored fruits produced a picturesque appearance. The fruit of the smaller varieties is very ornamental in dishes. We have the following varieties in separate packets.

Small Varieties Mixed. These are the best for dishes.

Turk's Turban. A curiously formed variety giving the appearance of a bright orange fruit crowned with a Turkish turban of green striped cream.

Dishcloth. The long fruit when dried is used for a dishcloth, after removing the outer coating or shell.

Calabash. The pipe gourd.

Mexican Bottle. A very interesting variety and makes a good bottle for table water.

Large Varieties Mixed. Containing endless odd and interesting shapes and colors.

Price 10c per packet

Black Eyed Susan

(THUNBERGIA)

A small vine for pot and basket culture, and ground cover in sunny places. The flowers are in shades of yellow and orange with dark centers.

Price 10c per packet

Smilax

This is grown extensively for supplying long strands of green foliage.

Price 15c per packet

The Vines listed on this and the preceding page are all easily grown.

Please Observe When Ordering

DO NOT FORGET 2½ % SALES TAX which must be added to every order except shipments out of California.

HOW TO ORDER:

Write plainly your name, town, and state, giving street numbers or post office when expedient.

TERMS:

All prices in catalogue are F. O. B. Los Angeles. Seeds will be sent prepaid at catalog prices.

NOTE: In ordering bulbs shipped by Parcel Post, please enclose additional postage at the following rate, unless listed postpaid: 10c for a dozen bulbs, 20c for fifty bulbs, and 30c for 100 bulbs.

All plants are shipped Express collect, and all orders must be cash. No plants will be sent C. O. D. Remit in any safe way—Post Office Money Order, Express Order or personal check on local banks are best. Postage Stamps will be accepted in amounts up to one dollar.

In applying prices, not less than six will be sold at the dozen rate, fifty at the hundred rate, or 500 at the 1000 rate. All goods travel at purchaser's risk and at purchaser's expense unless otherwise listed.

NON-WARRANTY:

We give no warranty expressed or implied as to purity, description, quality, productiveness or any other matter of any Seeds, Bulbs, or Plants we send out, and we will not be in any way responsible for the crop. If purchaser does not accept the goods on these terms, they are to be at once returned, and the money paid for same will be refunded.

FILLING ORDERS:

All orders are filled promptly, usually on the day of receipt.

In ordering, please state whether substitution will be permitted as we feel at liberty, when no instructions accompany the order, to replace any variety out of stock with others as nearly similar as possible. When a certain variety is selected which we feel not suited to the customer's locality, or when a variety has been superseded by another which is superior, we also feel at liberty to substitute.

Flowerland Superior Gladiolus

Among the hundreds of varieties of gladiolus, there are comparatively few which are really outstanding, as those who visit the Gladiolus Shows can attest. Some of the older varieties, such as Mrs. Pendleton, Virginia, Prince of Wales, Los Angeles, and a few others still hold their place as splendid garden and commercial cut-flower varieties. Each year are produced many new varieties, some which are outstanding advances in size, color, or formation. It is from the better ones of these newer types which have been favorites at shows and with florists, as well as from the best of the older varieties, that we have made this list.

Gladiolus are most commonly planted in beds, to be used for cut flowers, but their great value in landscape plantings should not be overlooked. In mixed border plantings, with a background of shrubbery or walls, groups of a dozen or twenty-five bulbs of one variety are exceedingly effective. Its attractive foliage as well as the lovely flower spikes make a wholly pleasing picture.

Bulbs should be planted at regular intervals, beginning in autumn and continuing through spring. By planting this way you will be supplied with flowers continually.

Albatross. Those who saw this variety at the Biltmore Show pronounced it the best white they had yet seen. The spikes are long and well filled with large, beautiful pure white flowers. There is none better for floral display.

Commander Koehl. The huge flowers are very dark velvety red. A strikingly handsome new European variety.

Mother Machree. The novelty combination of this "smoky" variety is indeed sensational. The clear light gray ground is tinted bluish lavender shading darker at the outer edges of the petals, the tips of which are lightly flecked bright orange-red.

Hinemoa. The color of this novelty is unique as well as sensational—a vivid combination of maroon and red with a bright yellow blotch.

Price of the above 4 novelties
20c each, \$1.50 per dozen, \$12.00 per 100
Collection 3 each variety, \$1.50

Coronado. Although the flowers are extremely large, this variety has a delicacy unexcelled. Its coloring is white, with lace-like pencilling of violet in the throat, and the flowers are heavily ruffled.

Coryphee. The unusually fine spikes are made up of large flowers of clear, delicate pink, a rare color in gladiolus.

Pfizers Triumph. Unquestionably one of the largest and finest red Glads. The huge flowers are vivid scarlet, extremely showy.

Winged Victory. A giant gladiolus of wonderful form and color, which is a delightful, clear rose-pink.

Price of the above four choice Gladiolus
15c each, \$1.00 per dozen, \$7.50 per 100
Collection 3 each (12 bulbs), \$1.00

Belinde. Very large, delicate cream-colored flowers perfectly placed on a long spike. An exceedingly charming variety.

Berty Snow. Beautiful tall spikes, many flowers of deep lavender, faintly striped, open at one time. Of Scottish origin.

Betty Nuthall. One of the very best of the newer Glads and a prize-winner in all shows, sharing the prominence of such varieties as Mrs. W. H. Phipps, Dr. Bennett, and Mrs. Leon Douglas. Its color is a rich orange salmon, with soft golden throat.

Minuet. We consider this the best of all lavender gladiolus. Very tall, strong and straight, with many large, delicate lavender flowers, with a little splash of yellow in the throat.

Mrs. W. H. Phipps. Justly considered one of the best all purpose varieties. Rich peach pink in color. The tall heavy spikes bear as many as twenty buds, eight to twelve enormous flowers being open at one time.

Veilchenblau. This and Mrs. Van Konynenburg are the two outstanding blue gladiolus of today. Veilchenblau is a very beautiful violet blue with a darker blue blotch.

Price of the above six fine varieties, 10c each
75c per dozen, \$5.00 per 100
Collection 4 each (24 bulbs), \$1.50

Dr. F. E. Bennett. An outstanding red gladiolus. Deep peach red overlaid with flame scarlet. Lip speckled ruby and white, the whole giving the effect of brilliant fiery red. Flowers of great size.

Golden Measure. A most delightful clear, pure yellow, overlaid with a golden sheen. Remarkable large spikes with many huge flowers open at one time.

Mrs. Leon Douglas. A most deservedly popular variety. One of the largest grown and a beautiful bright rose color, striped with flame and slightly speckled ruby.

Mrs. Van Konynenburg. One of the finest "blue" gladiolus we have ever seen, and the newest approach to true blue. The large wide open flowers of clear light blue are well placed on fine stems.

Rose Ash. Large flowers of unique color, best described as ashes of roses. Very artistic.

Chas. Dickens. Large flowers on tall vigorous growing stems. Very rich, deep, velvety claret-purple, with darker blotch.

Price of the above six splendid Gladiolus
10c each, 65c per dozen, \$4.00 per 100
Collection 3 each (18 bulbs), \$1.00

Los Angeles. Coral pink with salmon tints. This has become one of the most popular varieties.

Mrs. Pendleton. Large flowers, light rose with deep crimson center.

Orange Queen. A splendid novelty with large open flowers of a rich warm orange-apricot. A most desirable variety for baskets and vases, combining beautifully with Delphinium.

Prince of Wales. Charming coral pink flowers well placed on long spike. Very early.

Souvenir. Very tall spikes, filled with bright golden yellow blossoms. Primulinus type.

Virginia. The best known red gladiolus.

Price of the above six Gladiolus
10c each, 50c per dozen, \$3.00 per 100
Collection 6 each (36 bulbs), \$1.50

Lovely New Gladiolus Picardy

Truly outstanding is this wonderful new variety. Its color is most pleasing and not like any other variety yet produced—clear amber pink, soft, delicate, yet rich. The spikes are perfect—very long with many flowers open. So well liked is this new flower that it sold at good prices on the San Francisco flower market all season, even when the market was flooded with other varieties.

50c each, \$4.00 per dozen, \$30.00 per 100
50 Bulbs for \$15.00

PAUL J. HOWARD'S GRAND NEW GLADIOLUS
FREDERICK SCHILLER
 See back cover.

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VISIT

The Permanent Exhibition of Flowers at "Flowerland"

Attractively laid out flower beds with walks and fountains have just been completed—here will be a continuous display of hundreds of varieties of flowers—a permanent exhibition to which you will want to come frequently to make selections for your own garden.

Two fascinating rockeries have also just been constructed to help you plan and plant, and select material for your own rock garden.

Truly, "Flowerland" is an inspiration to all who enjoy gardens and growing things.

PAUL J. HOWARD'S HORTICULTURAL ESTABLISHMENT

250 South La Brea Avenue

LOS ANGELES, CALIF.

FALL AND WINTER, 1933 - 4





Paul J. Howard's Prize-Winning Pansies

Flowers of such huge size and rich colorings that one gasps when he sees them. Paul J. Howard's Pansies, exhibited at various shows this spring were constantly surrounded by admiring groups exclaiming over their beauty and long stems. You may have these superb pansies in your own garden for the same amount of effort expended in growing ordinary ones.

Few flowers have so many distinct strains or types and such wide variations of size and color as do Pansies. Some strains are decidedly superior, and in our search for the finest grown, we have chosen the choicest seed from the leading American and European hybridizers. None of this seed is available in large enough quantity to distribute in packets, as it is from this seed that next season's crop is raised—thus in their constant improvement Paul J. Howard's Prize-Winning Pansies are always one year ahead—plants for customers who are seeking something definitely superior.

For early plantings, we will have young plants ready October 1. They may be planted from then till March or April—you may have plants in bloom, or younger ones as you desire.

Baskets of one dozen plants 50c
Boxes of 100—\$3.50

PAUL J. HOWARD'S
HORTICULTURAL ESTABLISHMENT
250 South La Brea Avenue
LOS ANGELES, CALIF.



Special Note: This *Gladiolus* is a delightfully clear, rich rose shade which is most desirable in floral decorations. The informal arrangement of the large handsome flowers, on long, graceful flower spikes, makes this one of the most decorative varieties ever produced. This beautiful novelty originated in Europe, and is grown and distributed exclusively by us in this country.
50c each
\$5.00 per doz.

PAUL J. HOWARD'S
Superb New *Gladiolus*
"FREDERICK SCHILLER"

A Decidedly New Color

